



DEPARTMENT OF BUILDING AND DEVELOPMENT
ZONING ADMINISTRATION

ISSUES PAPER

DATE: May 12, 2010
TO: Loudoun County Planning Commission
THROUGH: Dan Schardein, Zoning Administrator
Marilee Seigfried, Deputy Zoning Administrator
FROM: Amy Lohr, Planner, Zoning Administration *AL*
SUBJECT: **ZOAM 2009-0003, Sign Regulations**

BACKGROUND

On September 1, 2009, the Board of Supervisors adopted a Resolution of Intent to Amend the Revised 1993 Loudoun County Zoning Ordinance (Zoning Ordinance) to revise and create new standards for business signs for commercial uses. The copy teste and adopted Resolution of Intent to Amend are provided as Attachment 1.

Prior to adoption of the Resolution, the Board of Supervisors, on April 21, 2009, considered an Action Item [Attachment 2] regarding the regulation of signs and directed staff to: 1) Review the April 21, 2009, Action Item and attachments to create options for amending the Zoning Ordinance to establish a comprehensive Sign Ordinance that keeps intact the prohibitions on billboards and temporary signs in the County while creating a streamlined process that redefines the definition of a sign in order to increase flexibility and accessibility and to encourage economic development; 2) Ensure that such amendments to the Sign Ordinance meet the objectives stated in the Goals section of the April 21, 2009, Action Item; and 3) Present options and a Resolution of Intent to Amend the Zoning Ordinance prior to the Board's August recess.

The April 21, 2009, Action Item included draft amendments to the Sign Ordinance developed by a "Sign Ordinance Volunteer Working Group" (SOVWG). [Attachment 2, p. A17 to A34] The SOVWG, which consisted of 10 industry representatives with experience processing Comprehensive Sign Package (CSP) applications, presented their proposed changes to the Economic Development Commission (EDC) in 2008. The EDC, on January 9, 2009, adopted a resolution urging the Board to amend various sections of the sign regulations. As requested by the Board, staff reviewed the SOVWG proposal and provided an initial evaluation of the amendments to the Board in July 2009 along with a list of staff recommended changes. [Attachment 3]

ISSUES

The April 21, 2009, Action Item identified 5 Key Issues related to the current sign regulations. [Refer to Attachment 4 for the current sign regulations and related Article 8 definitions.]

1. *Definition of a Sign*

Summary of Issue: The definition should be revised to clarify that a sign is not a use.

Discussion: Article 8 currently defines “sign” as, “Any device for visual communication which is used for the purpose of bringing the subject thereof to the attention of the public, but not including when standing alone, a flag, emblem, badge, or insignia of any governmental unit.” [p. A56]

SOVWG proposal: A revised definition for “sign” is proposed, which reads, “Any exterior visual display that is comprised of letters, words, numerals, figures, logos, trademarks, emblems, devices, or pictures, or any combination thereof, that is intended to identify, advertise, or otherwise make known to the general public the following: the property, individual businesses, products, services, and entertainment. A sign shall not be considered a Use for purposes of the Sign Regulations. By their very nature, architectural features that are unique to the design of a building or structure shall not be considered a sign. Such architectural features shall include, but are not limited to the following: cupolas, domes, spires, bell towers, canopies, awnings, columns, specialty façade treatments, parapet walls, colors, and specialty lighting.” [p. A17]

Staff recommendation: Rather than specifying that a sign is not a Use, staff suggests the definition clarify that signs are subordinate to the structures and land use functions they reference. Signs are to be considered accessory components of an overall composition of architectural elements, not as freestanding or dominant architectural elements by themselves. This is consistent with the stated purpose of the sign regulations, contained in Section 5-1201. [p. A38]

2. *Accessibility to the Process*

Summary of Issue: Modification of the sign regulations is available only to a select group of property owners. If eligible to modify the sign regulations, single tenants or single parcels within a development are not encouraged to apply for modifications.

Discussion: Modifications to the sign regulations are currently available to Planned Development (PD) zoned properties and those properties within a Unified Non-Residential Development, which is defined as “a development of two or more different principal uses, or two or more of the same principal use type, under common ownership or management, and located on a single lot in a Zoning District other than a Planned Development zoning district. Uses in such development shall share a common parking area, and shall either be connected by party walls, partitions, canopies or other structural elements to form one continuous structure or, if located in separate buildings, shall be

interconnected by walkways and access ways.” Single tenants or single parcels within a development are not encouraged to apply for modifications because, by their very nature, Comprehensive Sign Packages (CSPs) are intended to achieve a complimentary system of signs and graphics for a development.

SOVWG proposal: Revise the legislative process to permit all properties in all zoning districts to submit a CSP; revise the name of the process from “Comprehensive Sign Package” to “Comprehensive Sign Plan.” [p. A22]

Staff recommendation: Staff is generally supportive of allowing all properties to apply for modification of the sign requirements. However, expanding the process beyond Planned Development (PD) zoned properties and Unified Non-Residential Developments has a County-wide impact. Insomuch as the primary focus of the amendments is to address the concerns of the business community, it is important to understand the impact of such a change. For example, a single family housing development zoned R-1 would be able to request a CSP.

3. *Complexity and Inefficiency*

Summary of Issue: The current regulations are complicated and difficult to interpret. To improve efficiency, the most commonly approved CSP requests should be administrative, rather than legislative.

Discussion: With regard to business signs, the Sign Requirements Matrix currently includes two land use categories—Commercial/Office Signs and Industrial Signs. Within the Commercial/Office category, there are 35 sign types. In the Industrial Signs category, there are 3 sign types. [p. A43—A48] Currently, any request to modify the sign regulations results in the submission of a legislative application. [p. A39—A40]

SOVWG proposal: The SOVWG proposal compresses businesses into two Categories—Commercial, Office and Industrial Entrance Signs and Commercial, Office and Industrial Building Signage. The total number of sign types for businesses is reduced from 38 to 22. [p. A32—A34] Additionally, the SOVWG proposal attempts to incorporate the most commonly approved signs requested with CSPs. The SOVWG proposal also includes an administrative signage area bonus. [p. A24]

Staff recommendation: Staff is generally supportive of the simplified matrix. It is noted that because the amendments primarily address the concerns of commercial users, the number of legislative applications from that group may decrease, alleviating concerns over the time and cost of a legislative application. However, as discussed above, the change to allow all properties to apply for modification of the sign requirements may result in an overall increase in the number of legislative applications.

4. Economic Development and Competitiveness

Summary of Issue: Signs are a vital part of businesses and greater flexibility is needed in the administration of signs. Revising the sign regulations may also encourage property owners in the Route 28 Tax District to convert from the 1972 Zoning Ordinance to the Revised 1993 Zoning Ordinance.

Discussion: In an effort to allow greater flexibility in the administration of the current sign regulations, the Zoning Administrator issued a memorandum to staff, which outlines the guidelines for review of CSPs and mandates greater flexibility in the administration of the sign regulations than previously allowed. This June 17, 2009, memorandum is included as Attachment 5.

SOVWG proposal: In general, the SOVWG proposal provides greater flexibility.

Staff recommendation: As stated above, staff is generally supportive of the simplified matrix for commercial and industrial uses and can offer technical recommendations regarding the proposed language during the ZOAM process.

5. Scope of Work and Unintended Consequences

Summary of Issue: The revisions should not unintentionally allow billboards or temporary roadside signs that are currently prohibited.

Discussion: Currently, per Section 5-1202(B), only signs as listed or otherwise provided for in Section 5-1204(D), Signs Requirements Matrix, shall be permitted, and these shall be subject to such regulations as are specifically set forth in each case and to all other regulations in this ordinance. No other signs shall be permitted. [p. A39] Additionally, per Section 5-1202(A)(1), any sign located anywhere other than on the property or structure to which it directs attention is prohibited. [p. A38] As billboards and temporary roadside signs are typically off-site, they have not been allowed.

SOVWG proposal: Revise Section 5-1202(B) to allow signs other than those listed in Section 5-1204(D), Signs Requirements Matrix, to be permitted in conjunction with a CSP application; revise Section 5-1202(E) to allow additional sign categories not listed in Section 5-1204(D), Sign Requirements Matrix, to be requested. [p. A22]

Staff recommendation: Staff does not believe it was the SOVWG's intent to allow for billboards in conjunction with the submittal of a CSP. However, staff is not supportive of allowing signs not listed by the Sign Requirements Matrix to be included in a CSP or allowing additional sign categories not listed in Section 5-1204(D).

GOALS

Per the April 21, 2009, Action Item, the overall goal of the ZOAM is to make the sign ordinance friendlier to businesses, enhance the County's economic development competitiveness, and

retain standards regarding roadside signage and billboards. Additionally, the revisions should specifically address the following:

1. Clearly define the meaning of “sign” in the Loudoun County Zoning Ordinance, making it explicit that signs are not “uses.”

Discussion: The Zoning Administrator issued a memorandum to staff, which outlines the guidelines for review of CSPs and mandates greater flexibility in the administration of the sign regulations than previously allowed. [Attachment 5] With this greater flexibility, staff believes that the definition change is less critical. Also refer to key issue #1 above.

2. Remove the need for legislative review concerning the most commonly granted exceptions in CSP Zoning Modifications; replace legislative process for the most common exceptions with an administrative permitting process.

Discussion: Refer to key issue #3 above. In addition, staff has compiled a brief list of other recommended changes, based on recurring requests from CSP applicants. [p. A37]

3. Create a streamlined process for those sign exceptions that require legislative approval.

Discussion: Staff concurs with the SOVWG to allow CSPs via an alternative legislative process, but has concerns regarding the proposed wording of Section 5-1202(E) [p. A22] and the resulting reduction in the required fee. [CSPs for Planned Development (PD) zones are processed as Zoning Ordinance Modifications (ZMODs). The land development application fee for a residential ZMOD is \$13,315 and \$12,610 for a non-residential ZMOD. CSPs for Unified Non-Residential Developments are processed as Minor Special Exceptions (SPMIs) and the fee is \$1,870.]

4. Ensure both administrative and legislative reviews are accessible to those in need of relief, including single-building or single-parcel owners in all zoning districts that allow signage.

Discussion: Refer to key issue #2 above.

5. Simplify the Sign Requirements Matrix concerning Commercial/Office Signs (Table 5-1204(D)).

Discussion: Refer to key issue #3 above.

6. Address the issue of multi-tenant signage, such as the restriction of one sign per façade.

Discussion: The SOVWG proposal would permit Office Buildings, Mixed-Use Buildings, Hotels, Motels, and Conference Centers to have 1 or 2 signs per façade, but no more than 4 total per building. [p. A33] Staff is supportive of this change.

7. Make maximum sign area a function of total façade area (square footage) and not a function of building height (stories).

Discussion: The SOVWG proposal removes reference to building height from the Sign Requirements Matrix and some of the revised sign types calculate maximum sign area as a function of linear footage or total façade area. [p. A32—A34]

8. Ensure that the revisions to the existing Ordinance do not unintentionally allow billboards or temporary roadside signs that are currently prohibited.

Discussion: Refer to key issue #5 above.

9. Review other recommendations included or attached with this item and make suggestions as deemed appropriate by staff.

Discussion: Staff has provided a brief list of other recommended changes, based on issues encountered through administration of the existing sign regulations and recurring requests from CSP applicants. [p. A37] Additionally, staff can offer technical recommendations regarding the proposed language during the ZOAM process.

AGENCY REFERRALS

Referrals from the Department of Economic Development and Department of Planning are included as Attachments 6 and 7.

PUBLIC COMMENT

Correspondence from NAIOP Northern Virginia was received in September 2009. [Attachment 8]

SCHEDULE/SCOPE OF WORK

Per the September 1, 2009, Action Item, ZOAM 2009-0003 shall be forwarded to the Planning Commission upon completion of their review of the Chesapeake Bay regulations, with an anticipated review period in the second and third quarters of 2010. Board of Supervisors review is anticipated in the fourth quarter of 2010. [Attachment 9] Staff has also provided a projected work program for the Planning Commission's consideration. [Attachment 10]

In addition to ZOAM 2009-0003, the Board of Supervisors, on February 17, 2010, adopted a Resolution of Intent to Amend the Zoning Ordinance to expand the sign ordinance review to add off-site directional sign standards for religious assembly and civic uses. [Attachment 11] Additional information on this amendment, ZOAM 2010-0002, will be provided at a later date.

ATTACHMENTS

Number	Description	Pages
1	Copy Teste and Resolution, dated 9/1/09	A1—A2
2	Copy Teste and Action Item, dated 4/21/09	A3—A34
3	Initial Evaluation of Recommended Changes Proposed by the SOVWG and Additional Changes Recommended by Staff	A35—A37
4	Existing Section 5-1200 and related Article 8 Definitions	A38—A58
5	Zoning Administrator memorandum, dated 6/17/09	A59—A72
6	Department of Economic Development Referral, dated 2/26/10	A73
7	Department of Planning Referral, dated 3/22/10	A74—A80
8	Letter from NAIOP, dated 9/25/09	A81
9	Current Major Efforts/Binned and Potential Efforts	A82—A83
10	Projected Planning Commission Work Program	A84
11	Copy Teste, Resolution, and Action Item, dated 2/17/10	A85—A99



Loudoun County, Virginia

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Office of the County Administrator

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At a business meeting of the Board of Supervisors of Loudoun County, Virginia, held in the County Government Center, Board of Supervisors' Meeting Room, 1 Harrison St., S.E., Leesburg, Virginia, on Tuesday, September 1, 2009 at 9:00 a.m.

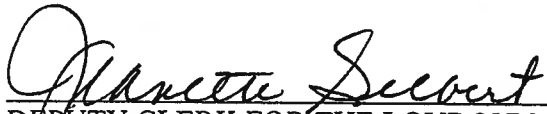
IN RE: RESOLUTION OF INTENT TO AMEND THE ZONING ORDINANCE TO REVISE AND CREATE NEW STANDARDS FOR BUSINESS SIGNS FOR COMMERCIAL USES

Mr. Miller moved that the Board of Supervisors adopt the Resolution of Intent to Amend the Revised 1993 Loudoun County Zoning Ordinance, provided as Attachment 1, to revise and create new standards for business signs for commercial uses.

Seconded by Mrs. Waters.

Voting on the Motion: Supervisors Buckley, Burk, Delgaudio, Kurtz, McGimsey, Miller, Waters and York – Yes; Supervisor Burton – No.

A COPY TESTE:


DEPUTY CLERK FOR THE LOUDOUN
COUNTY BOARD OF SUPERVISORS

(10- RESOLUTION OF INTENT TO AMEND THE ZONING ORDINANCE TO REVISE AND CREATE NEW STANDARDS FOR BUSINESS SIGNS FOR COMMERCIAL USES)

SEPTEMBER 1, 2009

BOARD OF SUPERVISORS OF LOUDOUN COUNTY

RESOLUTION OF INTENT TO AMEND THE REVISED 1993 ZONING ORDINANCE
TO REVISE AND CREATE NEW STANDARDS FOR
BUSINESS SIGNS FOR COMMERCIAL USES

WHEREAS, the Board of Supervisors wishes to initiate amendments to the Revised 1993 Loudoun County Zoning Ordinance in furtherance of the purposes of zoning, as set out in §15.2-2283 of the Code of Virginia and to further implement the comprehensive plan; and

WHEREAS, the Board of Supervisors has determined that the regulations pertaining to business signs within the Revised 1993 Loudoun County Zoning Ordinance tend to hinder, rather than encourage, economic development activities that could provide desirable employment and enlarge the tax base of the County; and

WHEREAS, the Board of Supervisors developed a Strategic Plan in July 2008 that included amending the Revised 1993 Loudoun County Zoning Ordinance to revise sign regulations; and

WHEREAS, the Board of Supervisors has established a goal to revise existing sign regulations to make them "friendlier to businesses", clarify definitions, streamline the process for Comprehensive Sign Packages, and allow for a broader use of Comprehensive Sign Packages for all businesses, while ensuring that such revisions do not unintentionally allow billboards or temporary roadside signs that are currently prohibited;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Supervisors states its intention to amend the Revised 1993 Loudoun County Zoning Ordinance to adopt new provisions on the following matters:

1. Amend Article 5 of the Revised 1993 Loudoun County Zoning Ordinance by revising Section 5-1200, Sign Regulations, to establish new standards for business signs for commercial uses; and
2. Amend Article 8 of the Revised 1993 Loudoun County Zoning Ordinance to incorporate definitions for new terms and revise existing terms, as needed, to implement the revised Sign Regulations; and
3. Amend such other sections of the Revised 1993 Loudoun County Zoning Ordinance, as may be necessary, to ensure that the revised Sign Regulations are fully implemented and achieve the full intent of this Resolution; and

BE IT FURTHER RESOLVED, that (1) these amendments are in furtherance of the public necessity, convenience, general welfare, and good zoning practice; (2) Staff is directed to prepare draft amendments for consideration; and (3) the proposed amendments on these matters be brought forward for notice, hearing, Planning Commission recommendation, and Board of Supervisors' action.



Loudoun County, Virginia

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At a business meeting of the Board of Supervisors of Loudoun County, Virginia, held in the County Government Center, Board of Supervisors' Meeting Room, 1 Harrison St., S.E., Leesburg, Virginia, on Tuesday, April 21, 2009 at 9:00 a.m.

IN RE: BOARD MEMBER INITIATIVE: INTENT TO AMEND THE LOUDOUN COUNTY ZONING ORDINANCE/REGULATION OF SIGNS

Mr. Miller moved that the Board of Supervisors direct staff to review this item and the attachments to create options for amending the Loudoun County Zoning Ordinance to establish a comprehensive Sign Ordinance that keeps intact the prohibitions on billboards and temporary signs in the County while creating a streamlined process that redefines the definition of a sign in order to increase flexibility and accessibility and to encourage economic development.

Mr. Miller moved that proposed amendments meet the objectives stated in the Goals section of this item.

Mr. Miller further moved that the Board of Supervisors direct staff to present options and a resolution of intent to amend the Zoning Ordinance prior to the Board's August recess.

Seconded by Mr. York.

Voting on the Motion: Supervisors Burk, Delgaudio, Kurtz, McGimsey, Miller, Waters and York – Yes; Supervisor Burton – No; Vice Chairman Buckley – Absent for the Vote.

A COPY TESTE:

DEPUTY CLERK FOR THE LOUDOUN
COUNTY BOARD OF SUPERVISORS

(8-Intent to Amend to Loudoun County Zoning Ordinance - Regulation of Signs).doc

**LOUDOUN COUNTY BOARD OF SUPERVISORS
ACTION ITEM
BOARD MEMBER INITIATIVE**

Item # 8

**SUBJECT: AMEND THE LOUDOUN COUNTY ZONING ORDINANCE
CONCERNING THE REGULATION OF SIGNS**

INITIATED BY: Supervisor Stevens Miller

ELECTION DISTRICT: Countywide

CRITICAL ACTION DATE: At the pleasure of the Board

RECOMMENDATION: Supervisor Miller is recommending that the Board of Supervisors declare its intent to amend the Loudoun County Revised 1993 Zoning Ordinance concerning the regulation signs.

BACKGROUND:

The various sections of the Loudoun County Zoning Ordinance dealing with the regulation of signs (hereafter referred to as the "Sign Ordinance") have only been substantially updated once since the adoption of the 1993 Revised Zoning Ordinance (sixteen years ago). That update (ZOAM 1997-0002) primarily consisted of creating long and complicated tables delineating the many restrictions. A determination by Loudoun's Zoning Administrator that signs constitute a "use" under the Zoning Ordinance has greatly limited options for granting exceptions to sign regulations. Accordingly, Sign Ordinance exceptions have necessitated an inefficient and burdensome legislative review process that consumes staff time and County resources far exceeding the value of the process.

The discouraging nature of the Sign Ordinance creates a negative impression for businesses seeking to locate or expand their operations in Loudoun County. In the past, Loudoun County held a relative advantage to neighboring counties because of its inexpensive inventory of undeveloped land and lower commercial rents. Loudoun has grown dramatically over the past decade and the price of land and rents have come more in line with Western Fairfax.

During his service on the Zoning Ordinance Review Committee (ZORC), Supervisor Miller learned that prior attempts to modify the Sign Ordinance had repeatedly stalled due to the complexity of the issue. Since taking office, Supervisor Miller has received feedback from County staff and local business owners that the Sign Ordinance is a deterrent to new and expanding businesses. Examples of these concerns, including recent correspondence to the Board, are included as attachments 1A-1D.

At its July 2008 Strategic Planning meeting, the Board voted to include revision of the Sign Ordinance in the strategic plan. Subsequent to the Board's vote, a volunteer working group composed of various business leaders in Loudoun County, realizing the Board's wish to address

this problem, accelerated an ongoing project aimed at recommending changes to Sign Ordinance. The goals of the group were to *“Identify the major deficiencies in the Sign Ordinance that are recurring problems for existing businesses, or potential businesses considering expanding or relocating to Loudoun County”* and to *“Prepare Draft Amendments to the Sign Ordinance to correct the identified major deficiencies and create a business friendly Commercial Sign Ordinance that would help facilitate new and existing businesses and increased commercial tax base in Loudoun”* (See Attachment 2A). This group, while not established by the Board, submitted their findings to the County’s Economic Development Commission (EDC) which in turn forwarded the recommendations and a resolution of support to the Board of Supervisors. These documents are included as attachments 1E and 2A-2D.

A simplified sign ordinance and streamlined process would be easier to interpret and enforce as well as improve Loudoun’s ability to entice new business development, particularly the industry clusters we are most interested in attracting. Supervisor Miller believes the overly burdensome Sign Ordinance is counterproductive to Loudoun County’s economic development goals.

ISSUES:

Definition of a Sign

Signs, in Loudoun County, have been determined by the Zoning Administrator to be a “use” which means the only way to get an exception is by modifying the Zoning Ordinance. This is a complex, costly and time-consuming process for potential businesses to undergo for the simple matter of gaining commonly approved sign exceptions. Because signs are currently considered a “use”, signs that are not currently recognized in the Zoning Ordinance are automatically prohibited, for example decorative banners placed on light posts.

Accessibility to the Process

The definition of sign as a “use” has resulted in exceptions being sought through Zoning Modifications. These sign-specific ZMODs are commonly referred to as a Comprehensive Sign Package (CSP). CSPs are used to modify an entire Planned Development Zoning District (PD), thus this process is only available to those in a position to modify an entire District. A single parcel owner or a single tenant cannot request an individual exception. Even larger developments that may encompass an entire PD cannot seek small changes without repeating the entire application process, an imposing and costly process. This effectively excludes most businesses and renders the Loudoun County Sign Ordinance very difficult to navigate.

Complexity and Inefficiency

The Sign Ordinance is overly complicated and difficult to interpret. For example, the Sign Requirement Matrix within the Zoning Ordinance (Table 5-1204 (D)) consists of 14 columns and 41 rows. The matrices were added during the Sign Ordinance’s only real revision, making the requirements explicit but not necessarily any simpler to understand. This complexity creates

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contradictory elements that then require a determination from Zoning Officials or must be sorted out by Planning Commissioners and Board Members.

Many of the restrictions contained in the Sign Requirement Matrices and throughout the Zoning Ordinance are regularly and almost universally waived through the Comprehensive Sign Package Zoning Modification Process. Although commonly granted, these Comprehensive Sign Packages still require large amounts of staff time to review and consume a large portion of the Planning Commission's schedule in order to fully investigate and understand the various exceptions. In addition to County time and expense, the costs to applicants to submit and process these applications have become exorbitant, running into the hundreds of thousands of dollars.

The time and expense of the CSP process is overly complicated and too time consuming. The more commonly accepted exceptions could be handled more efficiently through an administrative process, leaving the bigger issues for legislative review. Because the current definition of a sign is considered a "use" the only legislative processes available are those that modify the Zoning Ordinance directly, which can be a costly and labor intensive of legislative reviews.

Economic Development and Competitiveness

As described in the Background section of this item, Loudoun County no longer has the inherent advantages of abundant cheap land and lower commercial rents to help overcome the prohibitive nature of its sign regulations. Specific examples of businesses that have abandoned attempts to move into the County or expand their operations are now coming to light (See Attachments 1A & 1B). Signage is a vital part of business operations and complaints about the expense and complexity of obtaining a Zoning Modification to acquire appropriate signage permissions are commonplace. Similarly, smaller businesses that operate on single parcels or within single buildings are practically excluded from any process that might grant sign exceptions to improve their business. In order to make Loudoun more competitive, particular in government contracting and other industry segments, the signage allowances must be more in line with neighboring jurisdictions. It is unrealistic to expect zoning amendments to keep pace with evolving standards and practices concerning signs. For this reason, sign regulations, while necessary, must be separate from "use" regulations to allow for flexibility. Sign restrictions may still be addressed through the Zoning Ordinance, or possibly the Facilities Standards Manual (FSM), without being categorized as a "use."

Another economic development consideration is the feasibility of creating additional incentives for those located within the Rt. 28 Tax District, many of whom are the most affected by the sign restrictions, to move from the 1972 Zoning Ordinance into the 1993 Revised Zoning Ordinance. The 1972 Ordinance contains differences in various requirements, such as set-backs, that make it more advantageous for businesses. Incentives such as simplified sign restrictions could help encourage property owners to transition into the 1993 Ordinance.

Scope of Work and Unintended Consequences

Prior attempts to revise the Sign Ordinance have failed, in part due to concerns about the magnitude of such a revision and fears of creating a “slippery slope” that may unintentionally permit signs not intended by the revisions. The intent of this item is not to open the flood gates and allow all manner and size of signage throughout Loudoun County. Rather, the intent of this item is to create sign regulations that manage to address the needs of existing and potential new businesses while respecting community expectations regarding the aesthetics and proliferation of signage. Staff should take care to ensure that the revisions to the existing ordinance do not unintentionally allow billboards or temporary roadside signs (popsicle signs, road spam, etc.) that are currently prohibited. The scope of work for this project is to be limited to the “goals” set forth in this item.

GOALS:

The overall goal is to revise Loudoun County’s sign regulations to be friendlier to businesses, restore Loudoun County’s competitiveness in economic development with neighboring jurisdictions, and to preserve community standards regarding the proliferation of roadside signage and billboards. In addition to this broad goal, the revisions to the ordinance should specifically address the following.

1. Clearly define the meaning of “sign” in the Loudoun County Zoning Ordinance, making it explicit that signs are not “uses”.
2. Remove the need for legislative review concerning the most commonly granted exceptions in Comprehensive Sign Package Zoning Modifications. Replace legislative process for the most common exceptions with an administrative permitting process.
3. Create a streamlined process for those sign exceptions that require legislative approval.
4. Ensure both administrative and legislative reviews are accessible to those in need of relief, including single-building or single-parcel owners in all zoning districts that allow signage.
5. Simplify the Sign Requirements Matrix concerning Commercial/Office Signs (Table 5-1204 (D)).
6. Address the issue of multi-tenant signage, such as the restriction of one sign per facade.
7. Make maximum sign area a function of total facade area (square footage) and not a function of building height (stories).
8. Ensure that the revisions to the existing ordinance do not unintentionally allow billboards or temporary roadside signs that are currently prohibited.
9. Review other recommendations included or attached with this item and make suggestions as deemed appropriate by Staff.

DRAFT MOTION:

“I move that the Board of Supervisors direct staff to review this item and the attachments to create options for amending the Loudoun County Zoning Ordinance to establish a comprehensive Sign Ordinance that keeps intact the prohibitions on billboards and temporary signs in the County while creating a streamlined process that redefines the definition of a sign in order to

increase flexibility and accessibility and to encourage economic development. I move that proposed amendments meet the objectives stated in the Goals section of this item. I further move that the Board of Supervisors direct staff to present options and a resolution of intent to amend the Zoning Ordinance prior to the Board's August recess."

ATTACHMENTS:

- #1 – A. Letter from the Alter Group to Chairman York re: Loudoun Gateway V – Signage Restrictions**
 - B. Email re: Johnston McLamb**
 - C. Photo of Signs on Building**
 - D. Letter from the Economic Development Commission re: Sign Ordinance in Loudoun County**
 - E. Economic Development Commission Resolution**

- #2 – A. Sign Ordinance Volunteer Working Group Executive Summary**
 - B. Draft Recommended Changes to the Sign Ordinance Definitions**
 - C. Revised Sign Ordinance Regulations**
 - D. Proposed CSP SPEX Checklist**
 - E. Proposed Revised Commercial Sign Matrix**

Staff Contact(s): Valerie Suzdak, Staff Aide to Supervisor Stevens Miller

Item #8- Attachment 1A

THEALTERGROUP®

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December 10, 2008



Mr. Scott York, Chairman
Loudoun County Board of Supervisors
1 Harrison St SE
5th Floor
Leesburg, VA 20177

RE: Loudoun Gateway V – Signage Restrictions

Dear Chairman York and the Board of Supervisors:

Located at the highly visible interchanges of Routes 28 and 606 in the Route 28 tax district, our 128,000 square foot office building remains totally vacant, some eighteen (18) months after project commencement. This Class A office building developed by The Alter Group, one of the nation's leading office developers, incorporates the latest in building infrastructure, planning efficiency and economic value that has driven the success of our company during its 51 year operating history.

Without question, the primary contributing factor to the building's current state of vacancy is the signage restrictions imposed under the current Loudoun County code. Specifically, the restriction to allow the placement of only one corporate logo on the facade of the building places our project at an extreme competitive disadvantage to our Northern Virginia neighbor in Fairfax County. Given the tremendous importance of building identity (and its requisite corporate branding) we have lost several medium size users (25,000 – 45,000 SF) to buildings located in Fairfax County. We have successfully leased over 100,000,000 SF of space across the country, and all of this experience drives home the legitimacy of NOT releasing the signage concession if more than ±50% of the project will remain vacant. We simply cannot provide a 30,000 SF user our ONLY sign with ± 100,000 SF left to lease, it is financial suicide.

Listed below are several office tenants recently lost to Fairfax County due to our inability to provide signage:

Johnston McLamb (see Exhibit "A")
KTA
Art Institute
Digicon

To successfully lease the building, WE NEED the ability to deliver a signage package as described in Exhibit B. Allowing two (2) different users (as opposed to one [1]) the right proudly display their corporate logo in an architecturally complimentary way on the façade of Loudoun Gateway V is critical to getting this project leased.



December 10, 2008
Mr. Scott York, Chairman
Loudoun County Board of Supervisors
Page 2

We understand a permanent solution may be forthcoming in a revision to the current restrictions; however, our VACANT \$30,000,000 building does not have the luxury of waiting 9 to 12 months for this to manifest. As we mentioned in our meeting last week, we are respectfully requesting an interim solution providing immediate relief so that we can move confidentially to secure office tenants that have demonstrated interest in coming to Loudoun Gateway, including Curtis Large for 40,000 square feet.

There is no cost to the Board to fulfill this request. Moreover, Loudoun County will benefit by transforming this "first impression" vacant building at the County's front door into a visible example of Loudoun's desire to attract corporate users.

Sincerely,

A handwritten signature in black ink, appearing to read "Matt Ward".

Matthew A. Ward
Senior Vice President

MAW/dlg

A10

Item #8- Attachment 1B

Matt Ward

From: Jude Collins [Jude.Collins@cushwake.com]
Sent: Tuesday, October 07, 2008 2:12 PM
To: Matt Ward
Subject: Johnston McLamb

Matt, per our earlier conversation this week, I wanted to follow up w/ you re our tour of Loudoun Gateway V with our client Johnston McLamb. We are currently looking for approx 30,000 SF in Summer 2009 and are currently located in Chantilly VA. We have considered all of the Chantilly area bldgs and your project in Loudoun Gateway. Your project was one of a few Loudoun Co bldgs we considered because of its proximity to their employees' homes and access to the Toll Rd.

Our client currently has a sign on their bldg in Chantilly and that remains a key driver for a new location. Based upon my discussion w/ Grubb & Ellis, your leasing agent, it appears Loudoun Co code will allow only one sign on your bldg. Since we would be approx 20-25% of your bldg, I understand your position of not being able to offer a sign as of today.

I can tell you from your competition in FFX Co, we have been offered a sign in all the bldgs we are looking at. As you know, the signage regulations in FFX Co are more flexible and allow more than one corp sign in a bldg.

Unfortunately, unless you can offer a sign, our client will not consider your bldg. Signage is an important aspect to them in terms of recruiting, name recognition and business development.

Should this regulation change, pls let me know.

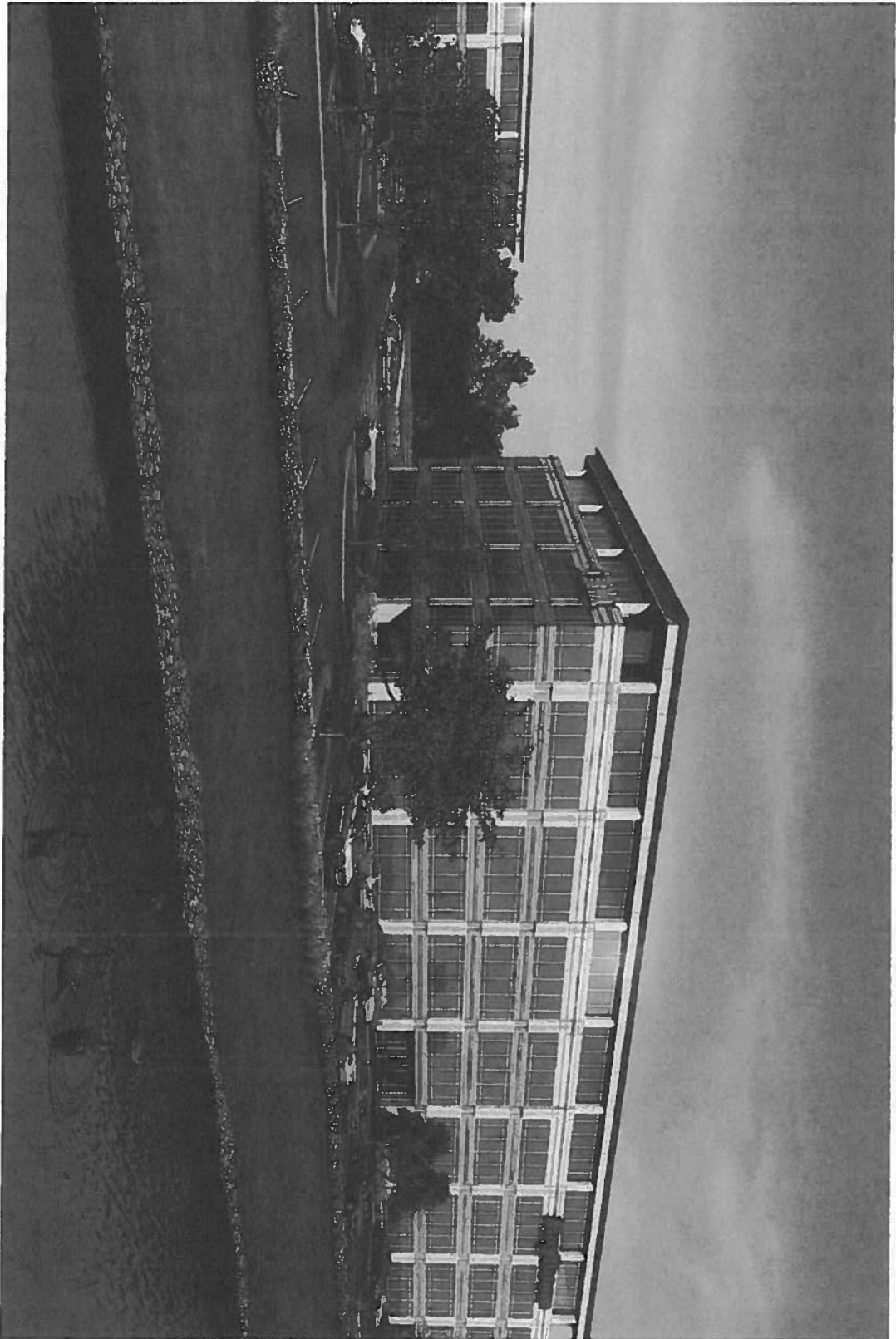
Thanks, Jude

Jude B. Collins
Senior Director, Tenant Representation Group
Cushman & Wakefield
1600 Tysons Blvd, Suite 400
McLean, VA 22102
(703) 847-2731 direct dial
(703) 748-3338 fax
(703) 981-4271 mobile
jude.collins@cushwake.com email

11/17/2008

All

Item #8- Attachment 1C



A12



Loudoun County Board of Supervisors
Subject: Sign Ordinance in Loudoun County

Dear Chairman York and Members of the Board of Supervisors,

I understand that one of the many items that you will be discussing at your upcoming Strategic Planning session is the need to update and amend the Loudoun County Sign Ordinance. As signage is an important component of nearly every business, it is very important to economic development in general, and has been a discussion item at Economic Development Commission. The existing Sign Ordinance is complicated and frustrating to both County Staff and industry professionals that deal with the ordinance. Additionally, this frustrating and confusing ordinance has negatively impacted many of our existing businesses, and is viewed as a negative factor for new businesses that would consider locating in Loudoun County.

Therefore, our Transportation and Infrastructure Committee (TIC), has agreed to take on a Sign Ordinance Action Item in its work plan for 2008. A group of volunteer professionals in the industry will provide the TIC with recommendations and suggested changes to the Sign Ordinance. TIC will review the recommendations and as deemed appropriate will forward it to the Economic Development Committee (EDC) for review and their recommendation to the Board of Supervisors (BOS).

This is an important issue to the business community and it is our hope that the BOS will give a priority status to providing staff to review the workplan and recommended changes when appropriate.

Thank you for consideration in this matter, the EDC would welcome the opportunity to work with you on this very important initiative. Please contact me if you have any questions regarding this matter.

Sincerely,

Tamar Datan Johnston
Chairman, Economic Development Commission
July 11, 2008

Item #8- Attachment 1E

**A Resolution Urging the Loudoun County Board of Supervisors
To Amend the Various Sections of the Revised 1993 Loudoun County
Zoning Ordinance as they Relate to Sign Regulations**

January 9, 2009

WHEREAS, signage is critically important to nearly every business in Loudoun County and, consequently, is of great importance to overall business competitiveness and economic development; and

WHEREAS, current land development patterns in the County have tended to be more mixed-use in nature, thus creating a need for more diversity in signage; and

WHEREAS, the existing Sign Regulations have not kept pace with these new land use and development patterns and have thus become a negative factor for new businesses locating in the County; and

WHEREAS, the existing Sign Regulations are unnecessarily complicated and confusing in their application for both County staff and development industry professionals alike; and

WHEREAS, via their July 2008 Strategic Planning Process, the Loudoun County Board of Supervisors have identified the need for revisions to the current Loudoun County Sign Ordinance; and

WHEREAS, a group of volunteer professionals with specific expertise in dealing with the Sign Regulations in Loudoun County have worked to develop recommendations and suggested changes to the existing Sign Regulations that:

- Reduce confusion through revamped definitions of sign terminology.
- Reduce complication through a simplification of the existing Sign Matrix
- Allow the Sign Regulations to be more relevant to current land use and development patterns.
- Still provides for effective control of size, height, and illumination of signs.

NOW THEREFORE BE IT RESOLVED, that Loudoun County Economic Development Commission, having acknowledged both the need for revisions to the Sign Regulations and the suggested changes and commendable work effort of the volunteer working group, does hereby respectfully request that the Loudoun County Board of Supervisors initiate the processes to review the proposed amendments and to revise Article 5, Section 5-1200, Sign Regulations, and Article 8, Definitions to give Loudoun County a reasonable, flexible and competitive Sign Ordinance.



John Wood, Chairman
Loudoun County Economic Development Commission

**Sign Ordinance Volunteer Working Group
Proposed Sign Ordinance Amendments
Executive Summary**

I Background

The Sign Ordinance Volunteer Working Group has been meeting regularly since January 2008 and consisted of the following volunteers: Packie Crown and Scott Perkins of Bowman Consulting, Kimberlee Welch Cummings and Christine Gleckner of Walsh Colucci, Jeff Nein of Cooley Godward, Ann Goode and Donna Torraca of Reed Smith, Wanda Suder of Sack Martin, Kevin Crown of the Peterson Companies, and Russ Gestl of Buchanan Partners. The Goals of the Group were to "Identify the major deficiencies in the Sign Ordinance that are recurring problems for existing businesses, or potential businesses considering expanding or relocating to Loudoun County" and to "Prepare Draft Amendments to the Sign Ordinance to correct the identified major deficiencies and create a business friendly Commercial Sign Ordinance that would help facilitate successful new and existing businesses and increased commercial tax base in Loudoun". The Group proposed to present the Draft Amendments to the EDC with the hope that the EDC would support the Draft Amendments and forward to the BOS.

II Sign Ordinance Issues

Major identified deficiencies with Sign Ordinance are its general complexity, how it defines signs, its inflexibility with respect to current signage industry standards, and its limitations and requirements with respect to options for processing project or business specific "Comprehensive Sign Plans". The complexity and definitions have created problems for both county staff and business with respect to standards and interpretations. The inflexibility does not permit signage options that exist in neighboring jurisdictions and options for processing changes are limited, expensive and time consuming for both county staff and business. Unfortunately, any adopted amendments to the Commercial Sign Ordinance will not benefit Rt 28 Tax District property owners that have not converted to the 1993 Zoning Ordinance, however joint staff and industry efforts are underway to craft and implement a simplified and streamlined process for land owners that would like to convert their property to the 1993 Ordinance. It has also been suggested that by incorporating Sign Regulations into the Facilities Standards Manual it may be possible for Rt 28 properties to take advantage of the revised Signage Options. This suggestion has not yet been explored or discussed.

III Proposed Commercial Sign Ordinance Amendments

The attached Proposed Amendments to address the Sign Ordinance Issues do the following:

- Modify and Add Sign Definitions to add clarity and consistency to sign definitions and to establish that signs are not a "use", which will allow flexibility in processing Comprehensive Sign Plans. See attached Attachment 1 for proposed language changes to the Sign Definitions.
- Modify Sign Regulations to provide for Comprehensive Sign Plans to be processed by a Modified (streamlined) Special Exception process in lieu of the Zoning Modification process, and to give additional flexibility and options for proposing signage via a Comprehensive Sign Plan, primarily that different signage types can be proposed, that individual structures can submit CSP's, and that CSP's would be able to be amended or modified
- Modify Sign Regulations to provide for an administrative approval process for a 10% signage bonus by complying with a few additional requirements when submitting a typical sign permit application. See Attachment 2 for proposed language changes to the Sign Regulations
- Revise the Commercial Sign Matrix
The Commercial Sign Matrix is overly outdated, complicated and restrictive, and needs to be revised. There are many ways to do so, from minor editorial changes to a complete overhaul, which is what is

being recommended. The overhaul revision would simplify, clarify and update allowable entrance, building and tenant signage types and sizes for commercial buildings and entrances.

Some examples of the existing problems with the Matrix are:

- the current Sign Ordinance and Matrix does not allow individual signage for major building tenants like you see in Fairfax County along the Dulles Toll Road,
- it does not allow exterior directories or directional signage that identifies specific tenants, and
- it would permit more signage for a much smaller but taller building than it would allow for an extremely large 2 story building

For some examples of what the suggested Commercial Sign Ordinance changes would provide :

- simplified and uniform allowances for commercial entrance feature signs
- building signage scaled to the size of the façade of a building, not its height or footprint size

See Attachment 2E for a suggested much simplified and more appropriate Commercial Sign Matrix

IV Conclusion

The Volunteer Working Group is hopeful that the EDC will forward a resolution in support of the proposed amendments to the Commercial Sign Ordinance to the Board of Supervisors, and that the Board of Supervisors will initiate the required process to amend the Sign Ordinance. The Volunteer Working Group remains available to assist with the process.

Item #8- Attachment 2B

LOUDOUN COUNTY REVISED 1993 ZONING ORDINANCE RECOMMENDED CHANGES TO SIGN ORDINANCE (DRAFT)

November 11, 2008

DEFINITIONS:

1.) Sign (revised definition):

Any exterior visual display that is comprised of letters, words, numerals, figures, logos, trademarks, emblems, devices, or pictures, or any combination thereof, that is intended to identify, advertise, or otherwise make known to the general public the following: the property, individual businesses, products, services, and entertainment. A sign shall not be considered a Use for purposes of the Sign Regulations. By their very nature, architectural features that are unique to the design of a building or structure shall not be considered a sign. Such architectural features shall include, but are not limited to the following: cupolas, domes, spires, bell towers, canopies, awnings, columns, specialty façade treatments, parapet walls, colors, and specialty lighting.

2.) Sign Above Roofline (NEW DEFINITION):

A sign may be permitted above the roofline of a building no more than one-half the height of the sign area. For purposes of this definition, roofline shall be the top of a building on a flat roof and gutter-line or eave of a gabled roof. (Add graphic to appropriate section; add to matrix)

3.) Sign Area of (revised definition):

The area comprised of the advertising elements of any display, such as letters, words, numerals, figures, logos, trademarks, emblems, devices, or pictures or any combination thereof, that satisfies the definition of a sign as described herein. The area of a sign shall be measured as outlined in this ordinance, but shall not include the area of any wall work incidental to its decoration, awnings, canopies, glass, or any other structure to which the sign is attached.

4.) Sign Artistic Works/ Wall Murals (add to definitions):

Artistic works including murals, pictorial presentations, illustrations, or decorations that may be provided on the facades of buildings and structures. Such artistic works may extend to the edges of the building or structure wall. Additionally, such artistic works may contain text and shall not be considered signs provided they have no tenant advertising. Artistic works and murals may be permanent or semi-permanent either painted or applied vinyl graphics that bond to the build façade to resemble paint.

5.) Sign, Awning and Canopy:

A sign as defined herein that is placed on an awning or canopy that is building mounted and may be located above doors, windows, or bays. The sign area may contain the business name, logo, trademark, and/or product or service. The overall awning canopy shall not be considered as a background structure for purposes of calculating the area of a sign.

6.) Sign, Background:

The surface on which a sign is affixed. The sign background shall not apply to the area of the sign.

7.) Sign, Backlit (to remain):

8.) Sign, Banner (to remain):

9.) Sign, Bonus Multiplier (Retain for Residential Uses; DELETE for Non-Residential Uses):

10.) Sign, Building Frontage for Determining Size (to remain):

11.) Sign, Building Mounted (revise definition):

A sign fastened to or painted on the wall of a building or structure.

12.) Sign, Business (to remain):

13.) Sign, Construction (to remain):

14.) Sign, Danger, Aviation, Railroad (to remain):

15.) Sign, Directional. (revised definition)

A sign providing directions to specific uses, services, or individual businesses within all parcels or phases of a development. Such signs may include project identification logos, emblems, tenant names, and logos.

Deleted: On-site

16.) Sign, Directory (to remain):

17.) Sign, Electronic/ Digital Message Board (NEW DEFINITION):

A sign that uses electronic or digital technology to convey a message, information, or business name through either a sequences rate of change or static display that is programmed or modified electronically unless otherwise approved by Special Exception. Such signage shall be limited to institutional uses such as places of worship, schools, and government buildings. Such signage may be used for the display of government mandated fuel pricing at gasoline fueling stations.

18.) Sign, Entrance:

A ground mounted sign located at the public access entrances of a development. Such signs may include the name of the development. In the case of non-residential projects, such signs may also contain the names of selected tenants and businesses located within the development. Additionally, such signs may contain any project logos and/or typeface associated with the development, as well as the corporate logos, typeface, and/or colors of the selected tenants.

19.) Sign, Farm (to remain):

20.) Sign, Freestanding (to remain):

21.) Sign, Government/ Official Notice (to remain):

22.) Sign, Height (to remain):

23.) Sign, Historic Markers: (to remain)

24.) Sign, Home Occupation (to remain):

25.) Sign, Illuminated (revised definition):

A sign, or any part of a sign, which is illuminated, externally or internally, from an artificial light source located for the specific purpose of such illumination. Such illumination shall be from either an enclosed or unenclosed lamp design or indirect lighting from a shielded source so as not to permit off-site glare nuisance.

Deleted:

Definitions "Sign, Informational" to "Sign, Wayside Stand" to remain.

26.) Sign, Projecting (NEW DEFINITION):

A sign, such as but not limited to a blade sign, that is attached to or projects from the exterior wall or face of a building or is suspended from a canopy or awning that is attached to a building. Such signage may be used for tenant identification and include corporate colors, logos, and typeface. Projecting signs shall not be internally illuminated.

27.) Sign, Project Identification:

A ground-mounted sign that includes the name of the development only. Such sign may include any corporate typeface or logo that has been specifically created for the development. Such signs may be internally or externally illuminated.

28.) Sign, Window (NEW DEFINITION):

A sign that is painted, stenciled, etched, or otherwise affixed to a glass door or window.

29.) Sign, Store Window or Display (revised definition):

A sign within store windows relating to the business conducted within, or to amusements or civic, religious, cultural, educational, or charitable activities.

Deleted: or visual display

Formatted: Font color: Blue

Division C: Sign Regulations

Section 5-1202 (A) (2): delete entire reference to neon or permanent lights

Section 5-1202 (A) (3): delete "public utility pole", "lamp post", "bridge", "sidewalk"

Section 5-1202 (A) (4): delete "indirectly"

Section 5-1202 (A) (5): delete "banners"

Division C: Sign Regulations

Section 5-1200

Sign Regulations.

5-1201

Purpose. It is determined that the primary purpose of signage is to help people find what they need without difficulty or confusion, and without adverse impact on the visual character of an area. Thus, while not restricting the freedom of expression, regulations are hereby established for controlling the number, design, and location of signs, for treating similar types of signs consistently, and for preventing an overload of graphic messages or displays in the environment of Loudoun County. Signs are subordinate to the structures and land use functions they reference. Signs are to be considered accessory components of an overall composition of architectural elements, not as freestanding or dominant architectural elements by themselves. This Section establishes standards for the erection, display, safety, and maintenance of signs which are intended to convey graphic messages; encourage the general attractiveness, historic quality, and unique character of Loudoun County, and protect property values therein. This Section also establishes procedures by which alternative sign standards may be proposed in a Comprehensive Sign Plan application for approval by the Board of Supervisors.

5-1202

General Provisions.

(A) **Signs Prohibited.** Signs with any of the following characteristics are prohibited:

- (1) **Other than on property or structure to which it directs attention.** Is located anywhere other than on the property or structure to which it directs attention or to which it is appurtenant, except (a) any sign erected or maintained by or under the supervision of county or other governmental authority or the Virginia Department of Transportation, and (b) signs governed by a Comprehensive Sign Plan that identify uses located on other properties within the area of the Comprehensive Sign Plan, and (c) any other off-site sign which is specifically provided for in this article.
- (2) **Outlines any building with neon or other permanent lights.** Outlines any building or part thereof with neon or other permanent lights, with the exception of movie theatres or otherwise permitted with the approval of a Comprehensive Sign Plan.
- (3) **On trees, fences, public utility pole, etc.** Is fastened, placed, painted, pasted or attached in any way to, in or upon any tree, fence, public utility pole, rock, curbstone, sidewalk, ~~lamp post~~, hydrant, bridge, highway marker or

another sign except such as may be (a) required by law, (b) so placed by a duly authorized governmental agency, (c) so placed not as an advertisement, but as a warning against hunting, fishing or trespassing, (d) not visible from any public road, (e) a farm sign, and (f) a residential name sign.

- (4) Illuminated signs which reflect or cast glare, directly or indirectly, on any public roadway or adjacent property.
 - (5) Balloons, banners, pennants or inflated devices, with the intent to draw attention to a place of business, unless otherwise permitted as a "Temporary Sign", in Section 5-1204(D), The Sign Requirements Matrix.
- (B) **Signs Permitted.** Only signs as listed or otherwise provided for in Section 5-1204(D), Signs Requirements Matrix, shall be permitted, and these shall be subject to such regulations as are specifically set forth in each case and to all other regulations in this ordinance. No other signs shall be permitted, unless permitted by a Comprehensive Sign Plan or allowed by special exception.
- (C) **Nonconforming Signs and Removal.** Any sign lawfully in existence at the time of the effective date of this ordinance may be maintained although it does not conform with the provisions of this ordinance, except that any such nonconforming sign, which was required to be removed under the prior ordinance, shall be removed.
- (D) **Traffic Hazards.** No sign shall be located or illuminated in such a manner as, in the opinion of the Zoning Administrator, to cause a traffic hazard. Where a permit is required, the permit shall not be issued until the location and illumination, if any, of the sign are approved by the Zoning Administrator.
- (E) **~~Modification to Sign Regulations.~~** ~~Requests for modifications of the sign regulations may be done in accordance with the regulations set forth below:~~ Comprehensive Sign Plans. Alternative sign standards, including additional sign categories not listed in Section 5-1204(D), may be proposed in a Comprehensive Sign Plan application for unified projects or for individual uses/structures within any zoning district. Requests for Comprehensive Sign Plans shall be made in accordance with the procedures for Minor Special Exceptions as set forth in Section 6-1300.

- (1) ~~Modifications to Sign Regulations for Planned Development (PD) Districts Only.~~ ~~Modifications to the sign regulations may be made in accordance with Section 6-1504 during a rezoning to Planned Development (PD) Districts. Any modifications to the sign regulations, subsequent to a rezoning to PD Districts may be done in accordance with Section 6-1511(B).~~

~~(2) Modification to Sign Regulations for Unified Non-Residential Developments. Modifications to the sign regulations for Unified Non-Residential Developments may be done concurrently as part of a zoning map amendment application in accord with Section 6-1200 or at any time other than as part of a zoning map amendment with Minor Special Exception approval by the BOS in accord with the provision of Section 6-1300 applicable to Minor Special Exceptions. Each use in a unified non-residential development may have an individual sign of any size sign area, and any number of signs so long as the total aggregate sign area for each such use does not exceed that permitted in Section 5-1204(D) of the ordinance for the particular use. However, if no total aggregate sign area is specified in Section 5-1204(D) for a particular use located in a unified non-residential development or, if the total aggregate sign area is measured as a function of total linear feet of frontage, then such use cannot be included in a comprehensive sign plan for a unified non-residential development.~~

~~(3)(1) Submission Requirements. A request for sign modifications shall include the submission of a Comprehensive Sign Package that clearly addresses how the proposed requirements satisfy the public purpose to an equivalent degree. The Comprehensive Sign PackagePlan shall include, asat a minimum, the following:~~

- ~~(a) A statement of justification;~~
- ~~(b) A comparison chart of the proposed sign regulations in relation to the ordinance regulations;~~
- ~~(c) Each of the various sign types proposed, including directional and informational signs, if any, to include the design, materials, colors, and illumination, to be used to achieve a complementary system of signs and graphics; and~~

~~(d) A sign map, depicting the general location of the various proposed sign types.~~

~~(2) Amendment of Approved Comprehensive Sign Plan. An approved Comprehensive Sign Plan may be amended in whole or in part in accordance with Section 5-1202(E).~~

~~(3) Minor Modifications to Approved Comprehensive Sign Plans.~~

~~(a) Minor Modifications. Minor modifications to an approved Comprehensive Sign Plan may be permitted by the Zoning Administrator for all or individual uses subject to the Comprehensive Sign Plan when it is determined by the Zoning~~

Administrator that such minor modifications are in substantial conformance with the approved Comprehensive Sign Plan. In no event shall such modifications:

(i) Introduce any sign type not included in the approved Comprehensive Sign Plan, and

(ii) Increase the amount of approved signage for the modification area by more than ten (10) percent.

(b) Notice Requirements. Any request for a minor modification to an approved Comprehensive Sign Plan shall require the provision of written notice in accordance with Section 6-1316(B).

(F) Administrative Signage Area Bonus. The Zoning Administrator may permit a signage area bonus of up to ten (10) percent otherwise permitted by Section 5-1204(D) for any individual use that submits the following information in conjunction with a sign permit application:

(a) A comparison chart of the proposed sign regulations in relation to the ordinance regulations;

(b) Each of the various sign types proposed, including directional and informational signs, if any, to include the design, materials, colors, and illumination, to be used to achieve a complementary system of signs and graphics; and

(c) A sign map, depicting the general location of the various proposed sign types.

5-1203

Enforcement.

(A) Sign Permits. No sign, with the exception of "Government Signs/Official Notices", "Historical Markers", "Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and Other Similar Signs", "Hunting, Fishing or Trespassing Signs", and "Residential Name Signs", shall be erected without first obtaining a sign permit from the Zoning Administrator. No such permit shall be issued unless a fee, if required, and as set by the Board of Supervisors, is paid and unless the proposed sign conforms with the requirements of this ordinance.

(B) Removal of Signs. Whenever a sign becomes structurally unsafe or endangers the safety of a structure or premise or the public, or is erected or maintained in violation of this ordinance the Zoning Administrator shall order such sign to be made safe or comply with the ordinance, as the case may be, or be removed. Only one such order shall be sent by registered mail, return receipt requested, to the owner of the land on which the sign is located and the violator

who is responsible for the sign. Within five working days of the receipt or refusal of the order, the owner or violator must correct the sign based on the Zoning Administrator's order. The Zoning Administrator may grant one extension, not to exceed ten (10) working days, based on written justification for the need of an extension. Failure to comply shall constitute grounds for the Zoning Administrator to issue a civil summons pursuant to Section 6-504 and to take other appropriate actions to have the sign removed.

Sign Requirements.

- (A) **Sign Requirements Matrix Contents.** Signs shall be permitted in accordance with the Sign Requirements Matrix set forth in Section 5-1204 (D) which governs the following: 1) maximum aggregate sign area; 2) maximum number of signs; 3) maximum area of any one sign; 4) illumination permitted; 5) minimum setback from road right-of-way; 6) height; 7) sign type permitted: freestanding (to include ground mounted and pole mounted) or building mounted; and 8) other additional requirements.
- (B) **Ground Mounted Sign Bonus Multiplier.** The Sign Requirements Matrix provides for the use of a bonus multiplier, for certain uses, allowing an increase in the maximum area of a ground mounted sign. This provision is not to allow an increase in the total aggregate sign area permitted by the Matrix.
- (C) **Ground Mounted Sign Background Structure Bonus Multiplier.** The Sign Requirements Matrix provides for the use of a bonus multiplier, for certain uses, allowing an increase in the maximum area of the background structure of a ground mounted sign.
- (D) **Sign Requirements Matrix.** See table 5-1204(D) below.

377089 v2/RE

Item #8- Attachment 2D

SPEX

SPECIAL EXCEPTION APPLICATION*

Checklist of Minimum Requirements

Loudoun County Zoning Ordinance Section 6-1303(A):

Pre-Application Conference. Prior to filing an application, an applicant shall meet with the Director of Planning and discuss his intentions with regard to a given application and questions regarding the procedures or substantive requirements of this Ordinance. In connection with all such conferences, the Zoning Administrator shall be consulted as appropriate. A request for a pre-application conference shall be made in writing to the Director of Planning and shall be accompanied by a sketch map(s) of the site, a description of the existing environmental, topographical and structural features on the site, the proposed project or use, graphics that illustrate the scale, location, and design of any buildings or structures, and a list of the issues to be discussed at the conference. No matters discussed at said meeting shall be binding on either the applicant or the County. The Director of Planning shall respond to each written request for a pre-application conference within fifteen (15) calendar days. If a pre-application conference is not scheduled within thirty (30) calendar days of a request for such conference, then the applicant may request a waiver of the conference. The Planning Director may waive the pre-application conference requirement in cases where the Director finds such a waiver is not detrimental to the applicant or the County.

For uses processed under the 1993 Zoning Ordinance, refer to the Fee Schedule adopted 6/16/93.

Category 1	\$ 460
Category 2	\$2,530
Category 3	\$4,830
Category 4	\$7,360

Section 6-1310, Issues for Consideration, lists factors considered by the Planning Commission and Board of Supervisors in their review. The applicant is encouraged to read this section before completing this application.

*There are specialized checklists for the following types of special exceptions: MDOD (Mountainside Development Overlay); Tenant Dwelling for Seasonal Labor; Small Business in A-3, A-10, A-25; and Removal of Non-conformities. For Special Exceptions to remove nonconforming status or to amend a Concept Development Plan (CDP), pertinent information relating to the application will be discussed at the pre-application meeting. See page 2, Applicant Responsibilities.

Revised March 2001

LOUDOUN COUNTY DEPARTMENT OF PLANNING

Metro 478-8416

1 Harrison Street, S.E., 3rd Floor, P.O. Box 7000, Leesburg, VA 20177

Local (703) 777-0246

**MINIMUM SUBMISSION REQUIREMENTS FOR A SPECIAL EXCEPTION APPLICATION FOR A
COMPREHENSIVE SIGN PLAN**

Application No. SPEX _____

TO BE COMPLETED BY THE APPLICANT

Project Name: _____

Proposed Use: Comprehensive Sign Plan

Project Location: _____

Tax Map #(s): _____ Parcel #(s): _____

Parcel Owner(s): _____ Telephone No.: _____

Applicant/Authorized Agent: _____ Telephone No.: _____

Engineer/Surveyor: _____ Telephone No.: _____

Attorney: _____ Telephone No.: _____

Signature of Person Completing Checklist: _____ Date: _____

TO BE COMPLETED BY THE PLANNING OFFICE PERSONNEL

Date Received: _____ Date Reviewed: _____

Reviewed by: _____ Date Accepted/Not Accepted: _____

Reason(s) For Not Accepting: _____

MCPI Number(s): _____

A27

A. APPLICANT RESPONSIBILITIES. The applicant must complete all of the Special Exception information contained in this checklist, or present written approval for any deviation therefrom. Written approval from the designated department for any deviation from mandatory requirements must be obtained prior to application submission.

Where proposed project information is requested in this checklist for adjacent property to the proposal, this information may be limited to projects on file with the County or with an adjacent incorporated town or surrounding jurisdiction.

All plats or plans submitted with this application shall be folded to a size of approximately 8½" x 11" with the title block visible.

If the application is judged incomplete, the staff will identify in writing the deficiencies that must be corrected. The application will not be accepted for processing. The fee and materials will be returned to the applicant

All required forms are available in the Department of Planning.

Approved Deviations:

B. <u>LAND DEVELOPMENT APPLICATION FORM.</u> Submit a completed land development application form, including the following:	SUBMITTED		
	YES	NO	N/A
1. Name of the applicant(s).			
2. Applicant(s) address: city/state/zip.			
3. Applicant(s) telephone number(s).			
4. Authorized representative.			
5. Representative's address: city/state/zip code.			
6. Representative's telephone number(s).			
7. Property owner(s).			
8. Property owner(s) address: city/state/zip code.			
9. Property owner(s) telephone number(s).			
10. Present zoning classification(s) ² .			
11. Project location.			
12. Tax map & parcel number(s); MCPI number(s).			
13. Proposed name of the subdivision, development or business.			
14. Election district(s) in which the proposed special exception is located.			
15. Signature of the applicant.			
16. Signature of the owner.			

1. Information available from the Office of Mapping
2. Information available from the Department of Building and Development
3. Information available from the Clerk of the Circuit Court
4. Information available from the Department of Planning

A28

	SUBMITTED		
	YES	NO	N/A
C. CERTIFICATE OF PAYMENT OF TAXES. Provide a certificate verifying that real estate taxes have been paid for all property included in the application. <i>(A certificate of payment of taxes is available from the Treasurer's Office.)</i>			
D. USE VALUE ASSESSMENT PROGRAM. Provide a statement which identifies any parcel(s) currently subject to the County's Use Value Assessment that are included as part of this application. <i>(A Land Use certificate is available from the Department of Finance)</i>			
E. DISCLOSURE OF REAL PARTIES IN INTEREST. Provide completed disclosure form(s).			
F. FEES. Provide a check made payable to the County of Loudoun.			
G. COMPREHENSIVE SIGN PLAN. Provide 15 copies of the proposed signs, including number of signs, sign type, dimensions, materials, colors, lighting, locations, and Comparative Sign Matrix (using format from County).			
H. RECORD OF PRE-APPLICATION CONFERENCE. Provide a copy of the documentation provided at the conference.			
I. STATEMENT OF JUSTIFICATION. Provide 15 copies of a written Statement of Justification describing the project and detailing the reason(s) why the granting of a special exception is appropriate. The statement must include a description of the Comprehensive Sign Plan conformance with the environmental, cultural, land use, economic and fiscal, and design goals and policies of the Comprehensive Plan.			
J. VICINITY MAP. Provide 15 copies of a map labeled "Vicinity Map" at a scale of 1" = 1000', 8½" x 11" in size with approximate Virginia coordinate grid information with the proposal's property centered on the map ¹ . Include the following information on the map:			
1. Approximate location of arterial and collector streets and any local streets connecting to the proposed project and street names or numbers; major streams or rivers; the Potomac River; the W&OD Trail. ¹			
2. Project boundaries and all existing lot boundaries (as shown on the County parcel maps) within the project and surrounding the project within the vicinity map area ¹ .			
3. For adjacent property within 200 feet, including property across the road from project, include the following:			
a. Approved and proposed projects or subdivision names, lot lines, section and lot numbers ¹ and zoning ² .			
b. Existing and proposed land uses at time of submission; lots; existing structures within 200' of the proposed project. ¹			
c. Adjacent open space easements, park and recreation land.			
4. Jurisdictional boundaries. ¹			

1. Information available from the Office of Mapping
2. Information available from the Department of Building and Development
3. Information available from the Clerk of the Circuit Court
4. Information available from the Department of Planning

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K. SIGN LOCATION PLAN. Submit 15 copies of the plan at a scale of 1 inch = 200 feet.¹ If the proposed plan is not submitted at 1" = 200', a deviation to a more meaningful scale may be requested. At least three (3) plans must be provided at 1" = 200'. The Sign Location Plan shall include the following information:

	SUBMITTED		
	YES	NO	N/A
1. The scale, north point and date. ¹			
2. The boundary of the property showing bearings and distances. ¹			
3. Owner's names and zoning of adjacent property. ²			
4. Signature of the property owner or applicant.			
5. Show location of proposed sign type. Dimensions must be drawn to scale.			
6. Adjacent property information including property across the road from project:			
a. Approved and proposed projects or subdivision names, lot lines, section and lot numbers and zoning. ¹			
b. Existing and proposed land uses at time of submission; lots; existing structures within 200' of the proposed project. ¹			
c. Existing and proposed abutting roads and their right-of-way widths. ¹			
d. Existing nonresidential access points, existing and proposed roadway intersections and median breaks. ¹			
e. Major roads identified in the County Transportation Plan and roads identified in the current Loudoun County/VDOT six-year plan. ⁴			
7. On-site roadway information including: ¹			
a. Existing and proposed access points to existing state road system including roadway entrance widths.			
b. Existing and proposed locations of internal through public street network and right-of-way widths; access points with adjacent parcels.			
8. Include parking/loading areas, if applicable.			
9. If a planned development, include the concept development plan.			

1. Information available from the Office of Mapping
2. Information available from the Department of Building and Development
3. Information available from the Clerk of the Circuit Court
4. Information available from the Department of Planning

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M. COMMUNITY MEETINGS. The applicant must submit a list or schedule of meetings between the applicant and the surrounding communities either held or scheduled to be held.

N. MAILING LABELS. The applicant must submit two (2) sets of pre-printed address/ mailing labels with addresses of all adjacent property owners.

O. CERTIFICATION OF APPLICATION SUBMISSION. I hereby certify that the above stated information is included in the attached special exception application and accompanying materials. Further, I have included on the site plan any conditions required by proffe

APPLICANT SIGNATURE _____

DATE _____

Application: _____ Accepted _____ Rejected

Checklist Reviewer

Date

C:\Documents and Settings\administrator\Desktop\Sign Ordinance\Attachments\Attachment 2D- Proposed CSP SPEX Checklist (L0177534).XLS].

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Item #8- Attachment 2E

Table 5-1204(D)
Sign Requirements Matrix

Table 5-1204(D) Sign Requirements Matrix														
LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Backround Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted (See Note 8)	Max. Height (See Note 3)	Additional Requirements	
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Backround Structure	Max. Height of Backround Structure						
(3) Commercial, Office and Industrial Entrance Signs														
Entrance Signs Single Building Project Less than 100,000 SF More than 100,000 SF			1 per vehicular entrance 30 SF 35 SF						Yes	15	GM	10	If the project is located at an intersection, the entrance signs may be located at the intersection.	
Entrance Signs Multiple Building Development or Project Less than 40 Acres More than 40 Acres More than 100 Acres			2 per vehicular entrance 50 SF 75 SF 100 SF						Yes	20	GM	10	If the project is located at an intersection, one of the entrance signs may be located at the intersection.	
(4) Commercial Office and Industrial Building Signage														
Tenant Signs PDCC-NC, PDCC-CC Tenant Signs for Businesses in PD-TC, PD-TT, PD-UC, PD- TRC, PD-TRC, PD-MUB, PD- RV and PD-CV	2 SF per LF of Tenant's Building Frontage	1 per Facade, no more than 3 signs, per tenant	60 SF						Yes		Building Mounted	Roofline		
Tenant Signs PDCC-SC, RC Freestanding Buildings		1 per Facade and 1 Ground Mounted	1 SF per LF of Facade 35 SF						Yes		Building Mounted Ground Mounted	Roofline 10 FT		
Tenant Signs PDCC-SC, RC Inline Buildings		1 per tenant with 300 LF or less of Facade, 1 per each 150 LF of Tenant's Facade if Tenant is over 300 LF of Facade	1 SF per LF						yes		Building Mounted	Roofline		

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Table 5-1204(D) Sign Requirements Matrix													
LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure		Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted (See Note 8)	Max. Height (See Note 3)	Additional Requirements	
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure						Max. Height of Background Structure
Tenant/Building ID Signs Office Buildings, Mixed-Use Buildings, Hotels, Motels and Conference Centers		1 or 2 per Facade but no more than 4 total per building (Located at Top Floor of Building)	1 SF per 100 SF of Facade					Yes		Building Mounted	Roofline	Each Sign can be different. Signs can identify Building name or major tenant names and logos.	
Tenant Signs Related Commercial Ground Floor Tenants in Office and Mixed-Use Buildings		1 per Tenant	25 SF					yes		Building Mounted	Mount Below 2 nd Floor Windows		
Office and Mixed-Use Buildings Exterior Directories		1 per Building Entrance	20 SF					yes		Ground or Building Mounted	6 FT		
Mixed-Use Buildings Residential Entry Signs		1 per Residential Entrance	25 SF					yes		Building Mounted			
Tenant Signs Flex / Industrial / Warehouse Buildings		1 per Tenant	1/4 SF per LF of Tenant Facade					yes		Building Mounted	Roofline		
Restaurants, Auto Service Station, Auto Dealer, Bed & Breakfast, Inns & Retreats, Theaters, and Businesses in A-3, A-10, AR, J/LMA, TR, CR, R-C, and R Districts.													

No changes have been proposed for these uses. Would welcome the opportunity to discuss with County Staff.

No changes have been proposed for these uses. Would welcome the opportunity to discuss with County Staff.

GENERAL NOTES

1. Whenever a bonus multiplier is used for ground mounted signs, a handicapped base with a minimum depth of 36 inches on a side, must be maintained.
2. All signs must be set back the minimum distance from the road right-of-way, as specified, unless a greater setback is required by the Code of Virginia. For purposes of the location of building mounted signs, these signs may be installed above the roofline of a building no more than one-half the height of the sign area. For purposes of the definition, profiles shall be the top of a building on a flat roof and either the top of a pitched roof.
3. The maximum height column does not apply when ground mounted bonus are obtained. Use the maximum height column for Ground Mounted Background Structure. For purposes of the definition, profiles shall be the top of a building on a flat roof and either the top of a pitched roof.
4. The following conditions shall apply for permitted "Real Estate-Temporary Open House - Off-Site" signs.
 - a. Signs shall be located only at controlled intersections where there is a change in direction.
 - b. Signs shall be placed on private property only.
 - c. Signs shall be in place only during hours the house is open plus one hour before and two hours after the event.
 - d. Signs may be used for two (2) days on the weekends and three (3) days in the case of a holiday falling on a Monday, as well as one-half (1/2) day during the week.
 - e. The owner for the house or his/her designated agent must be present for the duration of the open house hours.
 - f. Signs shall include a company name with direction arrow.
 - g. Signs shall consist of a metal frame with composition sign of a semi-permanent type.
 - h. Homeowners or their designated agent may not use "Non-PO District Project Directional Signs - Off-Site".
5. The following conditions shall apply for permitted Non-PO District Project Directional Signs - Off-Site.
 - a. The location of signs must be approved by the County at the time of the sign permit application.
 - b. Signs shall be located only at controlled intersections where there is a change in direction.
 - c. Signs shall be placed on private property only.
 - d. Signs shall not be permitted on any arterial road, nor on any road listed in Section 5-600 of the Ordinance.
 - e. The signs may be installed after sundown Friday night and must be removed by sundown on Sunday. If Monday is a legal holiday, the signs may remain until sundown Monday.
 - f. The signs must be made of a permanent material, signs made of paper or cardboard are hereby specifically prohibited.
 - g. Builders may not use "Non-PO District Directional Signs - Off-Site" in combination with "Real Estate-Temporary Open House - Off-Site" signs.
6. In selecting the most appropriate land use/sign category, the more specific listing would take precedence.
7. Directional signs shall not be included in any other permitted square footage total.
8. Building mounted signs may include motion and canopy signs. A motion and canopy sign shall be a maximum size of one square foot per linear foot of the width of the motion or canopy and up to a maximum ten (10) square feet. The overall footprint of canopy shall not be considered as a background structure for purposes of calculating the area of the sign.

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**Initial Evaluation of Recommended Changes Proposed by the
Sign Ordinance Volunteer Working Group**

Staff supports many of the recommended changes proposed by the Sign Ordinance Volunteer Working Group, as the proposed amendments clarify and/or simplify the existing regulations. However, staff notes that some amendments should be analyzed further to ensure consistency with the goals of this effort. The following initial evaluation is not intended to be comprehensive of staff's comments, but offers an initial assessment of the changes.

I. Definitions (Article 8):

- a. Staff agrees that new/revised definitions are needed for the following terms, but suggests modified wording:
 - i. Sign
 - ii. Sign, Above Roofline
 - iii. Sign, Area of
 - iv. Sign, Awning and Canopy
 - v. Sign, Directional, On-Site
 - vi. Sign, Electronic/Digital Message Board
 - vii. Sign, Entrance
 - viii. Sign, Illuminated
 - ix. Sign, Store Window or Display
 - x. Sign, Window
- b. Staff agrees that new definitions should be added for the following terms and generally concurs with the proposed wording:
 - i. Sign, Artistic Works/Wall Murals
 - ii. Sign, Projecting
 - iii. Sign, Project Identification
- c. Staff does not support amending the following definitions:
 - i. Sign, Background
 - ii. Sign, Bonus Multiplier
 - iii. Sign, Building Mounted

II. Section 5-1200, Sign Regulations:

- a. Section 5-1201, Purpose. Staff concurs with the recommended changes, referencing the Comprehensive Sign Package¹ process in this section.

¹ Note: The Sign Ordinance Volunteer Working Group proposes the term "Comprehensive Sign Plan," whereas the current Ordinance uses the term "Comprehensive Sign Package." As many Comprehensive Sign Packages exist today, Staff recommends this term be retained throughout Section 5-1200.

b. **Section 5-1202, General Provisions.**

- i. **Section 5-1202(A), Signs Prohibited.** Staff is supportive of the change allowing off-site signs when such signs are governed by a Comprehensive Sign Package and located within the area of an approved Comprehensive Sign Package. Staff does not support the changes related to permitting neon. Staff does not support removing the prohibitions related to placing signs on public utility poles, lamp posts, bridges and sidewalks. Staff does not support the change allowing illuminated signs to cast glare indirectly on roadways or adjacent properties. Staff does not support removal of banners as a prohibited sign.
- ii. **Sections 5-1202(B) & (E), Signs Permitted.** Staff is not supportive of allowing signs not listed by the Sign Requirements Matrix to be included in a Comprehensive Sign Package or adding additional sign categories not listed in Section 5-1204(D).
- iii. **Section 5-1202(E), Modification to Sign Regulations.** Staff concurs with the change to allow Comprehensive Sign Packages by Minor Special Exception, but has concerns regarding the proposed wording of this section and the resulting reduction in the required fee. Staff concurs with the change to allow certain modifications to approved Comprehensive Sign Packages by Minor Modification. Staff concurs with the change to add an administrative signage increase provision, but recommends such requests be processed as a waiver, with additional review criteria and administrative fee (similar to the landscape waiver process).

c. **Section 5-1203, Enforcement.** No changes proposed.

III. **Section 5-1204(D), Sign Requirements Matrix.** Changes to the Sign Requirements Matrix will be evaluated in greater detail following adoption of the resolution of intent to amend.

Additional Changes Recommended by Staff

1. Revise Section 5-1202(E)(3), Submission Requirements, to add an *Issues for Consideration* paragraph that states review criteria for Comprehensive Sign Packages.
2. Delete references to the PD-TT and PD-UC districts from Section 5-1204(D), as those districts' regulations were removed from the Zoning Ordinance and no parcels are presently zoned PD-TT or PD-UC.
3. Reconcile the inconsistency between Section 5-1204(D)(2), which regulates signs for public/quasi public facilities (including "schools") and Section 5-1204(D)(7)(a), which exempts government signs from the regulations. Revise the related Article 8 definitions if necessary. Memorialize the current administrative practice exempting all Loudoun County Government and Loudoun County School signage.
4. Add a sign category for "Pedestrian Directory" under Section 5-1204(D)(7), Miscellaneous Signs.
5. Delete or otherwise clarify the application of Section 5-1204(D)(3)(ii), which regulates signage for business uses not otherwise listed in the Sign Requirements Matrix.
6. Revise Section 6-1511(B)(5), which states that modification to the sign regulations with the submittal of a Comprehensive Sign Package is a Special Exception Change to an approved development plan in a Planned Development (PD) District.
7. Revise Article 8 to define "advertising" as it pertains to signs. In the "Additional Requirements" column of Section 5-1204(D), many signs are prohibited from containing advertising (e.g.: *Signs shall contain no advertising*).
8. Revise Section 5-500(B)(4), regarding signs for temporary sales. Reference is made to Section 5-1203(S), rather than Section 5-1204(D).
9. Revise Section 5-604(H), regarding signs for wayside stands. Reference is made to Section 5-1203(L), rather than Section 5-1204(D).

Division C: Sign Regulations

Section 5-1200

Sign Regulations.

5-1201

Purpose. It is determined that the primary purpose of signage is to help people find what they need without difficulty or confusion, and without adverse impact on the visual character of an area. Thus, while not restricting the freedom of expression, regulations are hereby established for controlling the number, design, and location of signs, for treating similar types of signs consistently, and for preventing an overload of graphic messages or displays in the environment of Loudoun County. Signs are subordinate to the structures and land use functions they reference. Signs are to be considered accessory components of an overall composition of architectural elements, not as freestanding or dominant architectural elements by themselves. This Section establishes standards for the erection, display, safety, and maintenance of signs which are intended to convey graphic messages; encourage the general attractiveness, historic quality, and unique character of Loudoun County, and protect property values therein.

5-1202

General Provisions.

- (A) **Signs Prohibited.** Signs with any of the following characteristics are prohibited:
- (1) **Other than on property or structure to which it directs attention.** Is located anywhere other than on the property or structure to which it directs attention or to which it is appurtenant, except (a) any sign erected or maintained by or under the supervision of county or other governmental authority or the Virginia Department of Transportation, and (b) any other off-site sign which is specifically provided for in this article.
 - (2) **Outlines any building with neon or other permanent lights.** Outlines any building or part thereof with neon or other permanent lights.
 - (3) **On trees, fences, public utility pole, etc.** Is fastened, placed, painted, pasted or attached in any way to, in or upon any tree, fence, public utility pole, rock, curbstone, sidewalk, lamp post, hydrant, bridge, highway marker or another sign except such as may be (a) required by law, (b) so placed by a duly authorized governmental agency, (c) so placed not as an advertisement, but as a warning against hunting, fishing or trespassing, (d) not visible from any public road, (e) a farm sign, and (f) a residential name sign.
 - (4) **Illuminated signs which reflect or cast glare, directly or indirectly, on any public roadway or adjacent property.**

- (5) Balloons, banners, pennants or inflated devices with the intent to draw attention to a place of business, unless otherwise permitted as a "Temporary Sign", in Section 5-1204(D), The Sign Requirements Matrix.
- (B) **Signs Permitted.** Only signs as listed or otherwise provided for in Section 5-1204(D), Signs Requirements Matrix, shall be permitted, and these shall be subject to such regulations as are specifically set forth in each case and to all other regulations in this ordinance. No other signs shall be permitted.
- (C) **Nonconforming Signs and Removal.** Any sign lawfully in existence at the time of the effective date of this ordinance may be maintained although it does not conform with the provisions of this ordinance, except that any such nonconforming sign, which was required to be removed under the prior ordinance, shall be removed.
- (D) **Traffic Hazards.** No sign shall be located or illuminated in such a manner as, in the opinion of the Zoning Administrator, to cause a traffic hazard. Where a permit is required, the permit shall not be issued until the location and illumination, if any, of the sign are approved by the Zoning Administrator.
- (E) **Modification to Sign Regulations.** Requests for modifications of the sign regulations may be done in accordance with the regulations set forth below:
- (1) **Modifications to Sign Regulations for Planned Development (PD) Districts Only.** Modifications to the sign regulations may be made in accordance with Section 6-1504 during a rezoning to Planned Development (PD) Districts. Any modifications to the sign regulations, subsequent to a rezoning to PD Districts may be done in accordance with Section 6-1511(B).
- (2) **Modification to Sign Regulations for Unified Non-Residential Developments.** Modifications to the sign regulations for Unified Non-Residential Developments may be done concurrently as part of a zoning map amendment application in accord with Section 6-1200 or at any time other than as part of a zoning map amendment with Minor Special Exception approval by the BOS in accord with the provision of Section 6-1300 applicable to Minor Special Exceptions.

Each use in a unified non-residential development may have an individual sign of any size sign area, and any number of signs so long as the total aggregate sign area for each such use does not exceed that permitted in Section 5-1204(D) of the ordinance for the particular use. However, if no total aggregate sign area is specified in Section 5-1204(D) for a particular use located in a unified non-residential development or, if the total aggregate sign

area is measured as a function of total linear feet of frontage, then such use cannot be included in a comprehensive sign plan for a unified non-residential development.

- (3) **Submission Requirements.** A request for sign modifications shall include the submission of a Comprehensive Sign Package that clearly addresses how the proposed requirements satisfy the public purpose to an equivalent degree. The Comprehensive Sign Package shall include, as a minimum, the following:
- (a) A statement of justification;
 - (b) A comparison chart of the proposed sign regulations in relation to the ordinance regulations;
 - (c) Each of the various sign types proposed, including directional and informational signs, if any, to include the design, materials, colors, and illumination, to be used to achieve a complementary system of signs and graphics; and
 - (d) A sign plan, depicting the location of the various proposed sign types.

5-1203

Administration and Enforcement.

- (A) **Sign Permits.** No sign, with the exception of "Government Signs/Official Notices", "Historical Markers", "Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and Other Similar Signs", "Hunting, Fishing or Trespassing Signs", and "Residential Name Signs", shall be erected without first obtaining a sign permit from the Zoning Administrator. No such permit shall be issued unless a fee, if required, and as set by the Board of Supervisors, is paid and unless the proposed sign conforms with the requirements of this ordinance.
- (B) **Removal of Signs.** Whenever a sign becomes structurally unsafe or endangers the safety of a structure or premise or the public, or is erected or maintained in violation of this ordinance the Zoning Administrator shall order such sign to be made safe or comply with the ordinance, as the case may be, or be removed. Only one such order shall be sent by registered mail, return receipt requested, to the owner of the land on which the sign is located and the violator who is responsible for the sign. Within five working days of the receipt or refusal of the order, the owner or violator must correct the sign based on the Zoning Administrator's order. The Zoning Administrator may grant one extension, not to exceed ten (10) working days, based on written justification for the need of an extension. Failure to comply shall constitute grounds for the Zoning Administrator to issue a civil summons pursuant to Section 6-504 and to take other appropriate actions to have the sign removed.

Sign Requirements.

- (A) **Sign Requirements Matrix Contents.** Signs shall be permitted in accordance with the Sign Requirements Matrix set forth in Section 5-1204(D) which governs the following: 1) maximum aggregate sign area; 2) maximum number of signs; 3) maximum area of any one sign; 4) illumination permitted; 5) minimum setback from road right-of-way; 6) height; 7) sign type permitted: freestanding (to include ground mounted and pole mounted) or building mounted; and 8) other additional requirements.
- (B) **Ground Mounted Sign Bonus Multiplier.** The Sign Requirements Matrix provides for the use of a bonus multiplier, for certain uses, allowing an increase in the maximum area of a ground mounted sign. This provision is not to allow an increase in the total aggregate sign area permitted by the Matrix.
- (C) **Ground Mounted Sign Background Structure Bonus Multiplier.** The Sign Requirements Matrix provides for the use of a bonus multiplier, for certain uses, allowing an increase in the maximum area of the background structure of a ground mounted sign.
- (D) **Sign Requirements Matrix.** See table 5-1204(D) below.

Table 5-1204(D)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(1) RESIDENTIAL/AGRICULTURE SIGNS													
(a) PD-H and PD-AAAR Entrance Signs		2/ vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising. Minimum 1000 FT between signs on same side of road or at intersection; signs shall contain no advertising.
(b) PD-H --Community Directional Signs - On-site or Off-site (within boundaries of approved PD-H district)	20 SF		20 SF						Backlight or White Light	5 FT	Ground Mounted	8 FT	Minimum 1000 FT between signs on same side of road or at intersection; signs shall contain no advertising.
(c) Non PD-H Residential Communities - Entrance Signs		1/ vehicular entrance	40 SF			2	80 SF	5 FT	None	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising.
(d) HOA Activity Signs	20 SF	1/development of 2500 or fewer dwellings - 2/developments of over 2500 dwellings	20 SF						Backlight or White Light	5 FT	Ground Mounted	8 FT	Signs shall be separated by a minimum half-mile radius, signs shall contain no advertising.
(e) Farm Signs	40 SF	2/Farm	20 SF						None	5 FT 0 FT	Freestanding As Permitted in Section 5- 1202(A)(3)	8 FT	
(f) Wayside Stands, Including Christmas Tree Sales, Vineyards, Wineries		6, includes up to 3 on-site signs and up to 4 off- site directional signs	12SF on-site 4SF off-site One on-site sign at 20 SF if setback ≥ 40 FT from the fronting ROW						None	5 FT	Freestanding Building Mounted	8 FT	Displayed when agricultural produce and livestock are available for sale on farm involved and shall be removed within 48 hours after sale is concluded. Off-site signs require written permission of the owner of the land on which it is displayed.

Table 5-1204(D)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(g) Home Occupation	2 SF	1/lot	2 SF						None	5 FT	Freestanding Building Mounted	4 FT 8 FT	
(h) Childcare Home	2 SF	1/lot	2 SF						None	5 FT	Freestanding Building Mounted	4 FT 8 FT	
(i) Residential Name Signs		1/vehicular access, 2 for each dwelling lot or property	2 SF						None	None	Freestanding Building Mounted As Permitted in Section 5- 1202(A)(3)	4 FT 8 FT	Signs shall contain no advertising.
(2) PUBLIC/QUASI PUBLIC SIGNS													
(a) Public or Quasi-Public Facility	6 SF	1/ use	6 SF	1.5	9 SF	2	18 SF	4 FT	None	10 FT	Freestanding	4 FT	Must be located within 100 FT from use or structure it identifies; signs shall contain no advertising.
(b) School, Hospital, College, Library, and Publicly Owned Community Center	20 SF	1/ use	20 SF	1.5	30 SF	2	60 SF	4 FT	Backlight or White Light	10 FT	Freestandin Building Mounted	8 FT Roofline	Signs shall contain no advertising.
(c) Places of Worship	20 SF	2	10 SF			1.5	15 SF	8 FT	Backlight	5 FT	Freestandin Building Mounted	8 FT Roofline	Signs shall contain no advertising.
(d) Church Bulletin Board	15 SF		15 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	8 FT	
(3) COMMERCIAL/OFFICE SIGNS													
(a) (PD-CC(NC)) Planned Development Neighborhood Center - Entrance Signs	30 SF	1/vehicular entrance, no more than 2 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	

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Table 5-1204(D)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier	Max. Area of Background Structure (See Note 1)	Max. Height of Background Structure					
(b) (PD-CC(NC)) Planned Development Neighborhood Center - Tenant Signs	2 SF/ linear foot of building frontage	1/facade, no more than 3 signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
(c) (PD-CC(CC)) Planned Development Community Center - Entrance Signs and Entrance Signs for Commercial Developments in PD-TC, PD-TT, PD-UC PD-TRC, PD-TREC, PD- MUB, PD-RV and PD-CV Districts	60 SF	1/vehicular entrance, no more than 3 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
(d) (PD-CC(CC)) Planned Development Community Center - Tenant Signs and Tenant Signs for Business in PD-TC, PD-TT, PD-UC, PD- TREC, PD-TRC, PD-MUB, PD-RV, PD-CV Districts	2 SF/ linear foot of building frontage, not to exceed 60 SF	1/facade, no more than 3 signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
(e) (PD-CC (SC) &(RC)) Planned Development Small Regional Center and Regional Center - Entrance Signs		1/vehicular entrance	60 SF	1.25 2 (for centers over 1 million SF)	75 SF 120 SF	1.33 1.33	100 SF 160 SF	15 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
(f) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center - Tenant Signs (Freestanding Building with up to 4000 SF floor area)	60 SF	1/facade, no more than 3 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	
(g) (PD-CC(SC)&(RC))	120 SF	1/facade, no freestanding	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding	15 FT	

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Table 5-1204(D)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Signs Max. Number of	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier	Max. Area of Background (See Note 1)	Max. Height of Background Structure					
Planned Development Small Regional Center and Regional Center-Tenant Signs (Freestanding Building with over 4000 SF floor area)		more than 3 signs	60 SF building mounted								Building Mounted	Roofline	
(h) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center - Tenant Signs (In Line Structure with up to 4000 SF floor area)	60 SF	1/public entrance building	of 30 SF						Backlight		Building Mounted	Roofline	
(i) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center-Tenant Signs (In Line Structure with 4001 - 15000 SF floor area)	100 SF	1/public entrance building	of 60 SF						Backlight		Building Mounted	Roofline	
(j) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center -Tenant (In Line Structure with over 15000 SF floor area)	200 SF	1/public entrance building	of 60 SF						Backlight		Building Mounted	Roofline	
(k) PD-OP and PD-RDP Development Entrance Signs		2/vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising.
(l) Office - Freestanding Building Entrance Sign	60 SF	1/vehicular entrance	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	8 FT	
(m) Office - Building ID Sign (1-3 Stories)	160 SF	1/facade	40 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.

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Table 5-1204(ID)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier	Max. Area of Background (See Note 1)	Max. Height of Background Structure					
(n) Office – Building ID Sign (4-5 Stories)	200 SF	1/facade	50 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
(o) Office – Building ID Sign (6+ Stories)	240 SF	1/facade	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
(p) Office – Related Commercial (Ground Floor)	2SF per linear foot of building frontage (counts against overall building ID sign)	1/tenant	20 SF						Backlight		Building Mounted		Located over entrance of business it identifies. Max ht. of letters: 24 inches
(q) Office – Directories													May not be visible from outside the building.
(r) Auto Service Station (including convenience store, car wash & repair)	60 SF	6	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	5 FT	Freestanding Building Mounted	15 FT Roofline	Total sign area excludes federally mandated gasoline price posting.
(s) Auto Dealer	20-120 SF (see additional requirements column)	6	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	Base sign 20 SF Used car 20 SF Each new car dealership = 20 SF
(t) Bed & Breakfast Inn and Homeslay	4 SF	2	4 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	6 FT Roofline	
(u) Country Inn, Guest Farm or Ranch, Rural Retreat, Rural Resort, and Rural Agricultural Corporate Retreat	10 SF	2	10 SF						Backlight or White Light	None	Freestanding Building Mounted Historic District Only	6 FT	
(v) Child Care Center	20 SF	2	10 SF			1.5	15 SF	6 FT	Backlight, None	5 FT	Freestanding	8 FT	

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Table 5-1204(D)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier	Max. Area of Background Structure (See Note 1)	Max. Height of Background Structure					
(w) Hotel, Motel and Conference Center - Entrance Signs				1.5	30 SF	1.5	45 SF	8 FT	Residential Districts		Building Mounted	Roofline	
(y) Hotel, Motel and Conference Center (1-3 Stories)	90 SF	1/vehicle, no more than 3 signs	20 SF						Backlight or White Light	10 FT	Freestanding	15 FT	
(x) Hotel, Motel and Conference Center (4-5 Stories)	90 SF	1/face, no more than 3 signs							Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
(z) Hotel, Motel and Conference Center (6+ Stories)	90 SF	1/face, no more than 3 signs							Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
(aa) Movie Theaters - Theater Name Entrance Sign		2	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
Theater Name Building Sign		1	60 SF								Building Mounted	Roofline	
Movie Title Building Sign		1	20 SF										
(bb) Restaurant - (freestanding Building with up to 4000 SF floor area)	60 SF	3	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding	15 FT	Drive-through menu does not count toward sign area.
(cc) Restaurant - (Freestanding Building with over 4000 SF floor area)	120 SF	3	20 SF freestanding 60 SF bldg mounted	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding	15 FT	Drive-through menu does not count toward sign area.
(dd) Restaurant - (In Line Structure)	2 SF/ linear foot of building frontage	1/face, no more than 3 signs							Backlight		Building Mounted	Roofline	Drive-through menu does not count toward sign area.
(ee) Restaurant Drive - Through Menu	30 SF	2	20 SF	1.5	30 SF						Freestanding Building Mounted	5 FT	Must be screened from all roads.

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Table 5-1204(D)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign			Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier	Max. Area of Background Structure (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(ff) Business in A-3, A-10, AR, JLMA, TR and CR Districts	10 SF	2/lot	10 SF							None	5 FT	Freestanding Building Mounted	8 FT	
(gg) Business in R-C District	40 SF	2	20 SF							None	5 FT	Freestanding Building Mounted	8 FT	
(hh) Business in R Districts	4 SF for lots 1 for lots ≤ ≤ 10 acres; 8 10 acres; SF for lots > 2 for lots > 10 acres		4 SF							None	5 FT	Freestanding Building Mounted	8 FT	
(ii) Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises.	60 SF	3 (freestanding building) freestanding sign/vehicular entrance, no more than 3 for center and 1 building mounted sign/ facade no more than 3 for business (in-line structure)	20 SF	1.5	30 SF	1.5	45 SF	8 FT		Backlight or White Light	10 FT	Freestanding Building Mounted	15 FT	
(4) INDUSTRIAL SIGNS														
(a) PD-IP and PD-GI/ Development Entrance Signs		2/vehicular entrance	60 SF			2	120 SF	5 FT		Backlight or White Light	10 FT	Ground Mounted	5 FT	One side only; signs shall contain no advertising.
(b) Flex Industrial/ Light Industrial/Warehouse Entrance Signs		1/vehicular entrance	20 SF			1.5	30 SF	8 FT		Backlight or White Light	10 FT	Freestanding	15 FT	
(c) Flex Industrial/ Light Industrial/Warehouse Tenant Signs	20 SF	1/tenant	20 SF							Backlight		Building Mounted	Roofline	
(5) TEMPORARY SIGNS (For Temporary Real Estate Signs, See Number 6 Below)														
(a) Temporary Signs - On-site	4 SF	1	4 SF							None	5 FT	Freestanding Balloons	4 FT	Permit limited to one (1) month from date of issuance, for no

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Table 5-1204(D)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Signs Max. Number of	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Height of Max. Background Structure					
(b) Temporary Signs - Off-Site											Banners Pennants Inflated Devices		more than 3 consecutive months.
		Reasonable number as determined by the Zoning Administrator.	4 SF						None	5 FT	Freestanding Balloons Banners Pennants Inflated Devices	4 FT	Permit limited to one (1) month from date of issuance, for no more than 3 consecutive months.
	20 SF Commercial 10 SF Residential	1/contractor per job site 1/contractor per job site	20 SF 10 SF						None	10 FT	Ground Mounted	8 FT	Residential signs only in A-3, A-10, A-25, AR, and CR Districts. Contractor to remove sign upon completion of construction.
(6) REAL ESTATE SIGNS													
(a) Real Estate - Residential For Sale Sign	6 SF up to 10 acres	1	6 SF						None	5 FT	Freestanding	6 FT	
	12 SF more than 10 acres	2	6 SF						None	5 FT	Freestanding	6 FT	Area of all real estate signs within the subdivision which front on a public highway shall be no more than four (4) square feet per lot fronting on the highway.
(b) Real Estate - Residential Subdivision		1/vehicular entrance subdivision from state right-of- way	20 SF						None	5 FT	Freestanding	6 FT	
(c) Real Estate - Commercial For Sale Sign		1 (upon any lot of less than 10 acres); 2 upon any lot in excess of ten (10) acres.	20 SF						None	5 FT	Freestanding	6 FT	
(d) Real Estate - Temporary Open House - Off-Site		4 /property	4 SF						None	5 FT	Freestanding	4 FT	Conditions apply (see note 4).

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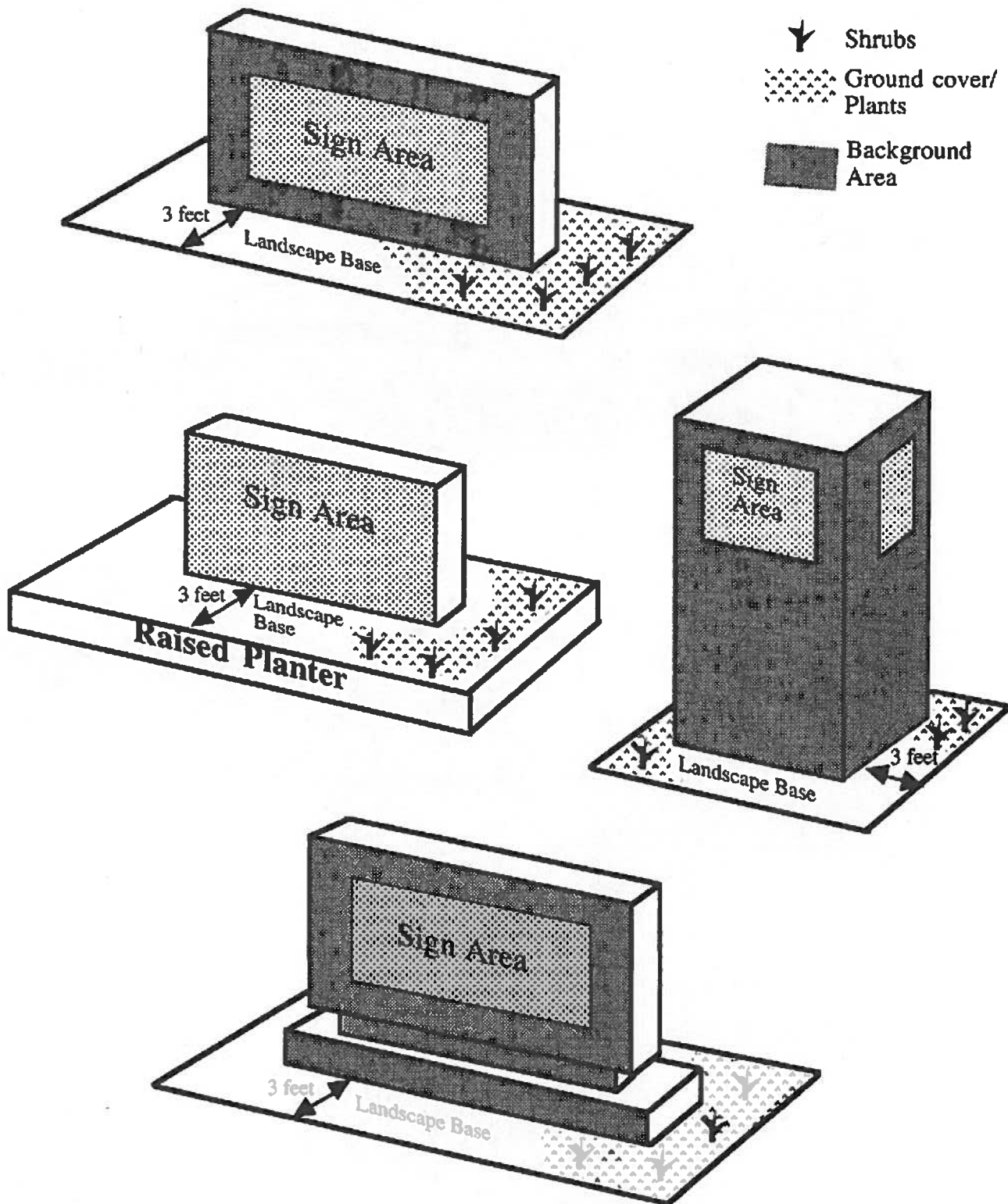
Table 5-1204(D)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign			Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier	Max. Area of Background Structure (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(e) Non-PD District Project Directional Signs - Off-Site		10/total combined for all builders per project	2 SF							None	5 FT	Freestanding	4 FT	Conditions apply. (see note 5).
(7) MISCELLANEOUS SIGNS														
(a) Government Signs/ Official Notices														Not regulated.
(b) Historical Markers														Not regulated.
(c) Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and Other Similar Signs.														Not regulated.
(d) Hunting, Fishing or Trespassing Signs			2 SF							None	None	Freestanding	5 FT	
												Building Mounted As Permitted in Section 5- 1202(A)(3)		
(e) Informational Signs		1/use identifying locations such as restrooms, loading areas, etc.	2 SF							Backlight or White Light	5 FT	Freestanding	5 FT	Signs shall contain no advertising.
												Building Mounted		
(f) PD-SA, PD-TC, PD-TT, PD-UC, PD-TRC, PD-TREC, PD-MUB, PD-RV, and PD-CV Development Entrance Signs		2/vehicular entrance	60 SF	2			120 SF	5 FT		Backlight or White Light	10 FT	Ground Mounted	5 FT	One-side only; signs shall contain no advertising.
												Freestanding		
(g) Private Recreation Parks	10 SF	2	6 SF							None	5 FT	Freestanding	6 FT	Signs shall be located only where there is a change in direction and shall contain no advertising.
(h) Directional Signs, On-Site			4 SF							Backlight or White Light	5 FT	Freestanding	3 FT	

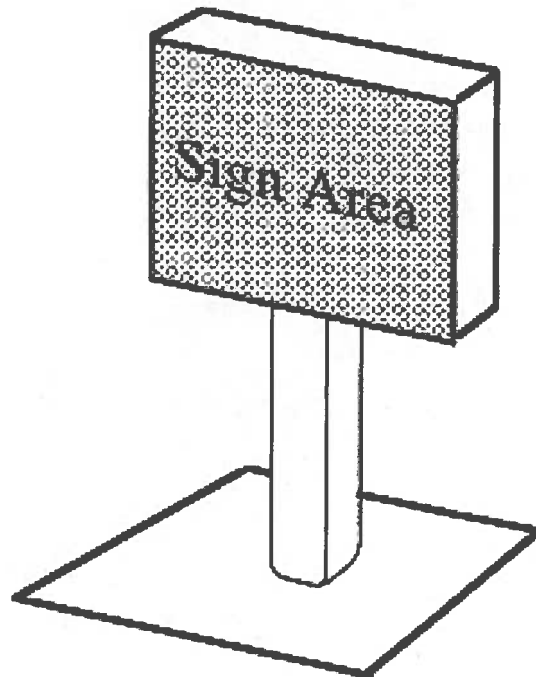
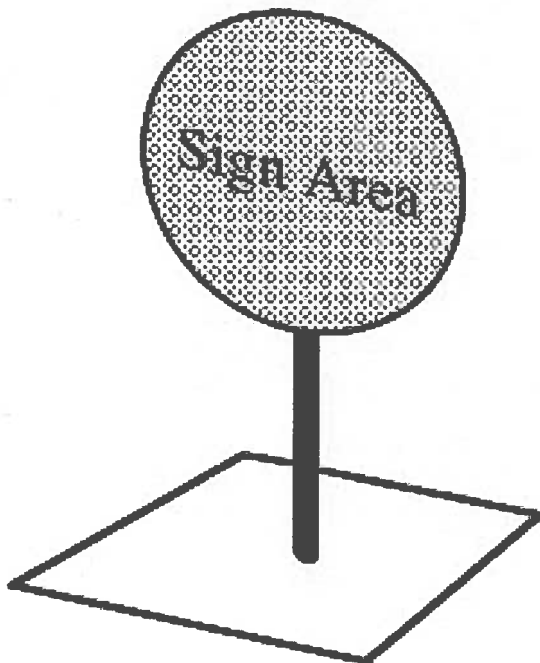
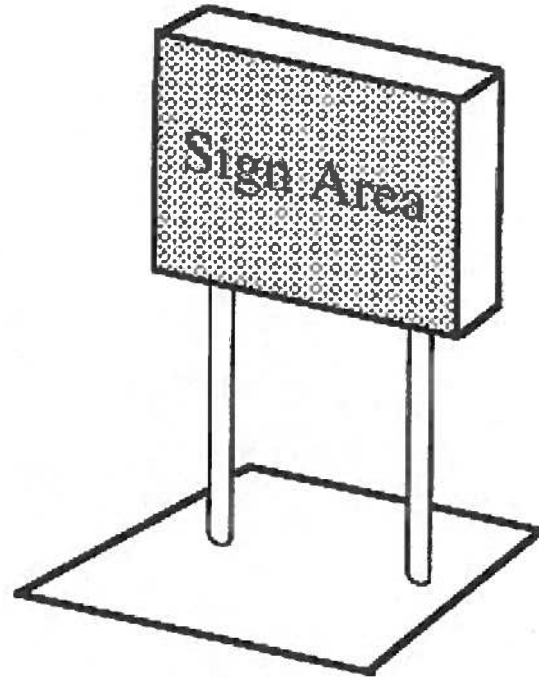
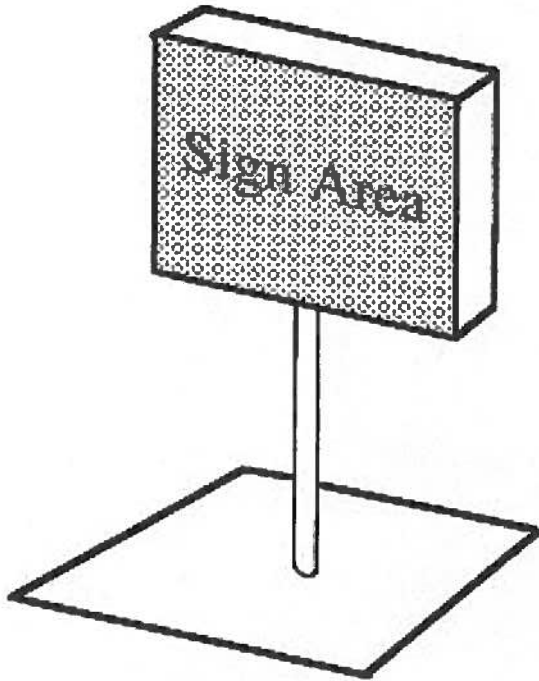
GENERAL NOTES

1. Whenever a bonus multiplier is used for ground mounted signs, a landscaped base with a minimum depth of 36 inches on a side, must be maintained.
2. All signs must be set back the minimum distance from the road right-of-way, as specified, unless a greater setback is required by the Code of Virginia.
3. The maximum height column does not apply when ground mounted bonus' are obtained. Use the maximum height column for Ground Mounted Background Structure.
4. The following conditions shall apply for permitted "Real Estate-Temporary Open House - Off Site" signs.
 - a. Signs shall be located only at controlled intersections where there is a change in direction.
 - b. Signs shall be placed on private property only.
 - c. Signs shall be in place only during hours the house is open plus one hour before and two hours after the event.
 - d. Signs may be used for two (2) days on the weekends and three (3) days in the case of a holiday falling on a Monday, as well as one-half (1/2) day during the week.
 - e. The owner for the house or his/her designated agent must be present for the duration of the open house hours.
 - f. Signs shall include a company name with direction arrow.
 - g. Signs shall consist of a metal frame with composition sign of a semi-permanent type.
 - h. Homeowners or their designated agent may not use "Non-PD District Project Directional Signs - Off-Site".
5. The following conditions shall apply for permitted Non-PD District Project Directional Signs - Off-Site.
 - a. The location of signs must be approved by the County at the time of the sign permit application.
 - b. Signs shall be located only at controlled intersections where there is a change in direction.
 - c. Signs shall be placed on private property only.
 - d. Signs shall not be permitted on any arterial road, nor on any road listed in Section 5-900 of this Ordinance.
 - e. The signs may be installed after sundown Friday night and must be removed by sundown on Sunday. If Monday is a legal holiday, the signs may remain until sundown Monday.
 - f. The signs must be made of a permanent material, signs made of paper or cardboard are hereby specifically prohibited.
 - g. Builders may not use "Non-PD District Directional Signs - Off-Site in combination with "Real Estate-Temporary Open House - Off-Site" signs.
6. In selecting the most appropriate land use/sign category, the more specific listing would take precedence.
7. Directional signs shall not be included in any other permitted square footage total.

Ground Mounted Signs



Pole Mounted Signs



Pole Mounted Sign

Max. Sign Area: 20 Sq. ft. (eg. 4' x 5')

Max. Height Permitted: 15 ft.



Note: See Article 8 for
Definition
of Sign Height

4 ft.

Ground Mounted Sign

Max. Sign Area: 30 Sq. ft.

(eg. 4' x 7.5')

Max. Background Area: 45 Sq. ft.

(eg. 9' x 5')

Max. Height Permitted: 8 ft.



Figure 4
MEASURING SIGN AREA



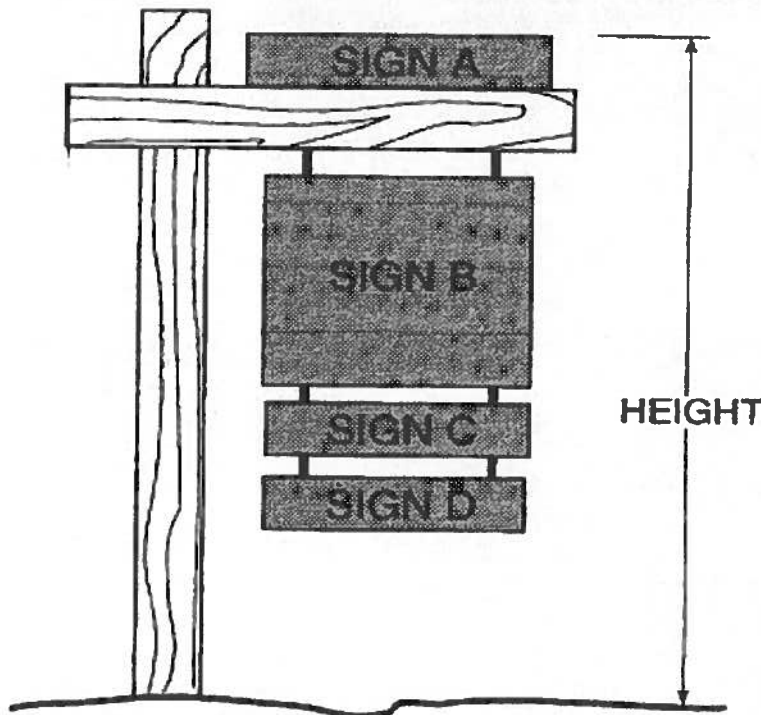
SIGN OF INDIVIDUAL LETTERS

AREA = A X B



IRREGULAR SHAPED SIGN

AREA DETERMINED BY "THE RULE OF 8,"
MEANING THE AREA OF THE SIGN IS DETERMINED
BY THE AREA OF THE SHAPE CREATED BY OUTLINING
THE SIGN WITH A MAXIMUM OF *8 CONNECTING LINES.
AREA = AREA OF TWO RECTANGLES FORMED BY 8
CONNECTING LINES



**REAL ESTATE
FOR SALE SIGN**

AREA = AREA OF SIGN A +
AREA OF SIGN B +
AREA OF SIGN C +
AREA OF SIGN D

Sign: Any device for visual communication which is used for the purpose of bringing the subject thereof to the attention of the public, but not including when standing alone, a flag, emblem, badge, or insignia of any governmental unit.

Sign, Area of: The area of a sign shall be determined from its outside measurements, including any wall work incidental to its decoration, excluding the area of the sign supports, unless such supports are used to attract attention. In the case of a ground mounted sign utilizing the bonus multiplier for the background structure, the permitted increase in area of the background structure is not counted as the area of the sign. In the case of a sign where lettering appears back to back, that is, on opposite sides of a sign, the area of the sign will be considered that of only one side. In the case of a sign made up of individual letters, figures, words, or designs, the spaces between the same shall be included.

Sign, Background: The surface on which a sign is affixed, as determined by computing the entire area within a single geometric form that encloses the background, including the area of the sign.

Sign, Backlit: An illuminated sign, where the source of illumination is located on the back of the sign or on the interior of an enclosed sign.

Sign, Banner: Cloth, paper, vinyl, bunting or the like, intended to be hung either with or without frames. Governmental flags or symbolic flags shall not be considered banners for the purpose of this Ordinance.

Sign Bonus Multiplier: An increase in the area of the sign by a multiplier for ground mounted signs, but in no case shall the total aggregate area of signs exceed the maximum allowed for the specific use.

Sign, Building Frontage for Determining Size of: The length of a wall of a building which physically encloses usable interior space and which is the architecturally designed wall that contains the main entrance for use by the general public. Said frontage shall be measured at a height not greater than ten feet above grade.

Sign, Building Mounted: A sign fastened to or painted on the wall of a building or structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign.

Sign, Business: A sign which directs attention to a business or profession conducted, or to a commodity or service sold, offered or manufactured, or to an entertainment offered on the premises where the sign is located.

Sign, Construction: Sign erected and maintained on the site during the period of construction to announce only the nature of the structure and/or the name or names of the owner, contractor, architect, landscape architect, or engineer.

Sign, Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and other such sign: Sign as set forth in Section 33.1-355 (5), (6), (7), (8), (15), and (17) of the Code of Virginia 1950, as amended.

Sign, Directional, On-Site: Signs providing directions to specific types of uses on a site. Such signs shall contain no advertising.

Sign, Directory: A sign on which the names and locations of occupants or the uses of a building or group of buildings is given.

Sign, Farm: Sign erected or maintained on any farm by the owner or tenant of such farm and relating solely to farm or horticultural produce, livestock, silviculture, or services sold, produced, manufactured or furnished on such farm.

Sign, Freestanding: Any nonmoveable sign not affixed to a building such as, but not limited to, pole mounted, monument, pylon and ground mounted signs.

Sign, Government/Official Notices: Sign erected and maintained by or under the direction of the Virginia Department of Transportation, other governmental authorities, or court officer in accordance with the law.

Sign Height: The height of a sign shall be computed as the difference from the base of the sign at normal grade to the top of the highest attached component of the sign. If the land is uneven at the base of the sign, the elevation at the halfway point (middle) of the sign at the base shall be used. Normal grade shall be construed to be the lower of (1) existing grade prior to construction, or (2) the newly established grade after construction, exclusive of any filling, berming, mounding or excavating for the purpose of locating the sign.

Sign, Historical Markers: Sign erected or approved by duly authorized public authorities.

Sign, Home Occupational: Sign upon property displaying the name and/or address of the occupant of the premises and the nature of the home occupation.

Sign, Illuminated: A sign, or any part of a sign, which is illuminated, externally or internally, from a source located for the specific purpose of such illumination.

Sign, Informational: Signs to identify such locations as restrooms, loading areas, parking areas, no parking areas, entrances, exits and the like.

Sign, Non-PD District Project Directional: Signs giving direction to new homes for sale or lease for non Planned Development District projects, subject to the boundaries of a rezoning plat approved by the Board of Supervisors, which do not contain the names of specific builders.

Sign, PD-H Community Directional: Signs located within the boundaries of an approved PD-H district, providing direction to subdivisions, sections, or civic features within the PD-H district.

Sign, Pole Mounted: See Figure 2, Section 5-1200.

Sign, Quasi-public: Sign identifying or locating a town, community center, public building or historical place situated in Loudoun County, Virginia, and also a sign for a use owned or operated by a non profit, religious, or charitable institution and providing educational, cultural, recreational, religious, or similar types of programs.

Sign, Real Estate: Sign pertaining only to the offering for sale or lease of the land or structures on the land upon which the sign is placed.

Sign, Residential Name: Sign upon property displaying the name and/or address of the owner, lessee or occupant of the premises.

Sign, Store Window or Display: A sign within store windows relating to the business conducted within; or to amusements or civic, religious, cultural, educational or charitable activities.

Sign, Temporary: A sign advertising a candidacy for public office or an event of public interest, such as, but not limited to, a public or general election, church or public meeting, fair, horse show, turkey shoot, entertainment for charitable purposes, horticulture/agriculture/silviculture activities and other similar social activities of temporary duration or non-recurring nature, excluding commercial retail and real estate, unless otherwise permitted in this Ordinance.

Sign, Wayside Stand: Sign erected or maintained by any farm owner or tenant of such farm and relating solely to farm or horticultural produce or merchandise sold from said stand located on farm including Christmas trees, vineyards and wineries.

Silviculture: The planting, growing, cultivating, cutting, and harvesting of trees growing on a site, and the loading, unloading and sorting of trees on a site where they were grown, for wood or wood-based products. See Forestry.

Silviculture: The art and science of controlling the establishment, growth, composition, health and quality of forests and woodlands, typically dependent on Best Management Practices. In Loudoun County it is a component of healthy forest management that is limited to tree and shrub planting; limited tree clearing for firewood, and clearing of dead and diseased trees and invasive species; and tree pruning and trimming. Silviculture does not include commercial planting or clear cutting of a forest.

Sinkhole: A vertical opening or closed depression in the land surface and formed by solution of carbonate bedrock and downward movement of soil into bedrock voids or by collapse of underlying caves.

Sinking Stream: Any stream draining 640 acres or less that disappears underground into a Swallet, Sinkhole, Closed Depression or Cave Opening.


Site Plan: A required submission, prepared and approved in accordance with the provisions of Section 6-700, which is a detailed engineering drawing of the proposed improvements included and required in the development of a given lot. For the purpose of this Ordinance, a site plan is not to be construed as a concept development plan, as required by other provisions of this Ordinance. Reference Chapter 1244 Site Plan Procedures of the Land Subdivision and Development Ordinance (LSDO).

Slope: The vertical elevation of land area divided by the horizontal distance, expressed as a percentage. Slope percentage shall be determined using the County base planimetric and topographic maps or if required, then other topographic maps, elevations, etc., prepared by such persons licensed to perform surveys to determine such information. See also related definitions of "Very Steep Slope Area" and "Moderately Steep Slope Area," in this Article.

COUNTY OF LOUDOUN
DEPARTMENT OF BUILDING AND DEVELOPMENT
MEMORANDUM

DATE: June 17, 2009

TO: Department of Building and Development, Zoning Administration
Department of Building and Development, Zoning Permits
Department of Planning

FROM: Dan Schardein, Zoning Administrator 

SUBJECT: Comprehensive Sign Packages

The purpose of this memo is intended to guide staff in the review and administration of comprehensive sign packages.

I. GUIDELINES FOR REVIEW

Modifications to the sign regulations are permitted for Planned Development (PD) Districts and Unified Non-Residential Developments, pursuant to Section 5-1202(E).

The following requirements may *not* be modified:

- To permit a sign that is listed as being prohibited in Section 5-1202(A).
- To permit a sign that is not listed or otherwise provided for in Section 5-1204(D).
- To allow for a different sign type than is permitted in Section 5-1204(D).
- The definition of any sign in Article 8.
- Modifications to portions of the matrix that would change the intent of the Land Use/Sign Category (i.e. while the number of signs may be modified, the location of Development Entrance signs must be remain at the vehicular entrance as well as the name and message of each façade for office building ID signs must be the same). Refer to Attachment A, which highlights those portions of the matrix that are not modifiable.

Applicants should be advised of the following:

- Any sign not listed or otherwise provided for in Section 5-1204(D) is not permitted. Zoning permits will not be issued for any sign not listed or otherwise provided for in Section 5-1204(D), even if included in an approved comprehensive sign plan.
- Pursuant to Section 5-1203(A), no sign shall be erected without first obtaining a zoning permit. The approval of a comprehensive sign plan does not relieve the applicant of this requirement.
- Pursuant to Section 5-1201, signs are "subordinate to the structures and land use functions they reference," and should be considered "accessory components of an overall composition of architectural elements, not as freestanding or dominant architectural elements by themselves."

The following guidelines are in response to specific questions raised by staff:

- If a proposed sign does not fit into the category as proposed by the applicant, staff should offer a more appropriate category (if one can be found).
- Signs that are not permitted may not be advertised.
- Even if they contain no words, solid color flags, Santa banners, and the like are considered to be signs as they meet the definition of sign, banner. Some banners could be permitted by temporary sign permit, as noted below.
- Banners are prohibited except as permitted as a Temporary Sign per Section 5-1202(A)(5).
- Signs may be located on trees, fences, lamp posts, etc. *if not visible from any public road* per Section 5-1202(A)(3). These signs should be included with the comprehensive sign plan package for informational purposes, even though there is not a Land Use/Sign Category to modify.
- Construction Signs may announce the "nature of the structure and/or the name or names of the owner, contractor, architect, landscape architect, or engineer" per the Article 8 definition. For example, a construction sign may announce a "Future Bank" but not a "Future Wachovia." However, the construction sign may announce that Wachovia is the property owner.
- The applicant may NOT propose a modification for a sign that does not yet exist (e.g. someone knows a zoning ordinance amendment is forthcoming and attempts to anticipate it with the application). One can not modify a provision that does not exist. In the event a zoning ordinance amendment is approved for a new sign category, an applicant may erect signs in conformance with that section.

II. SUBMISSION REQUIREMENTS

A Comprehensive Sign Package should include the following items:

- A completed land development application;
- An application fee in the amount set forth by resolution of the Board of Supervisors. Fees for comprehensive sign plans are in addition to the sign permit fees that will be required when the sign permits are issued;
- A statement of justification, which addresses why the requested sign modifications are warranted and a justification as to how the proposed comprehensive sign plan satisfies the Ordinance requirements to at least an equivalent degree; and which addresses the issues for consideration in Section 5-1202(E);
- A comparison chart of the proposed sign regulations in relation to the Ordinance regulations;
- Staff may suggest including the matrix in its entirety, including signs not being modified;
- Scaled, color drawings showing all of the various sign types proposed, including the design, materials, colors, illumination, and associated landscaping to be utilized to achieve a complementary system of signs and graphics; and
- A sign plan, depicting the location of all of the various proposed sign types.

III. ISSUES FOR CONSIDERATION

Any request to modify the minimum sign requirements of the Ordinance must include information which clearly demonstrate how the purpose of the sign regulations, as stated in Section 5-1201, are still being satisfied to at least an equivalent degree. The applicant should address the following in the statement of justification and/or other supportive documents, and staff should use these criteria to evaluate if the sign regulations are being satisfied to at least an equivalent degree:

- The applicant shall demonstrate that the proposed signage is comprehensive and indicates a consistent design through size, materials, and color.
- That the modification proposed is the least amount needed with regard to the number, location, and size of signs to adequately help people find what they need without difficulty or confusion.

- The proposed signage will not have an adverse impact on the visual character of an area or provide an overload of graphic messages or displays in the County.
- The proposed signage treats similar types of signs consistently.
- All signs shall be coordinated with the architecture of the principal uses in such a manner that the overall appearance is harmonious in color, design, form, and proportion.
- The proposed signage encourages the general attractiveness, historic quality, and unique character of Loudoun County, and protects property values.
- The proposed signage represents a comprehensive sign program that is coordinated and unified in terms of design, lighting, materials, colors, landscaping, etc.
- The site has unusual characteristics such as topography, size, configuration, and the like which would warrant a modification.

Attachment A

Table 5-1204(D)

Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(1) RESIDENTIAL/AGRICULTURE SIGNS													
(a) PD-H and PD-AAAR Entrance Signs		2/ vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising. Minimum 1000 FT between signs on same side of road or at intersection; signs shall contain no advertising.
(b) PD-H –Community Directional Signs - On-site or Off-site (within boundaries of approved PD-H district)	20 SF		20 SF						Backlight or White Light	5 FT	Ground Mounted	8 FT	Minimum 1000 FT between signs on same side of road or at intersection; signs shall contain no advertising.
(c) Non PD-H Residential Communities – Entrance Signs		1/ vehicular entrance	40 SF			2	80 SF	5 FT	None	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising.
(d) HOA Activity Signs	20 SF	1/development of 2500 or fewer dwellings – 2/developments of over 2500 dwellings	20 SF						Backlight or White Light	5 FT	Ground Mounted	8 FT	Signs shall be separated by a minimum half-mile radius; signs shall contain no advertising.
(e) Farm Signs	40 SF	2/Farm	20 SF						None	5 FT 0 FT	Freestanding As Permitted in Section 5- 1202(A)(3)	8 FT	
(f) Wayside Stands, Including Christmas Tree Sales, Vineyards, Wineries		6, includes up to 3 on-site signs and up to 4 off- site directional signs	12SF on-site 4SF off-site One on-site sign at 20 SF if setback ≥ 40 FT from the fronting ROW						None	5 FT	Freestanding Building Mounted	8 FT	Displayed when agricultural produce and livestock are available for sale on farm involved and shall be removed within 48 hours after sale is concluded. Off-site signs require written permission of the owner of the land on which it is displayed.

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Revision Date: December 18, 2007

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Table 5-1204(D)

Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted (See Note 2)	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(g) Home Occupation	2 SF	1/lot	2 SF						None	5 FT	Freestanding Building Mounted	4 FT 8 FT	
(h) Childcare Home	2 SF	1/lot	2 SF						None	5 FT	Freestanding Building Mounted	4 FT 8 FT	
(i) Residential Name Signs		1/vehicular access, 2 for each dwelling lot or property	2 SF						None	None	Freestanding Building Mounted As Permitted in Section 5- 1202(A)(3)	4 FT 8 FT	Signs shall contain no advertising.
(2) PUBLIC/QUASI PUBLIC SIGNS													
(a) Public or Quasi-Public Facility	6 SF	1/ use	6 SF	1.5	9 SF	2	18 SF	4 FT	None	10 FT	Freestanding	4 FT	Must be located within 100 FT from use or structure it identifies; signs shall contain no advertising.
(b) School, Hospital, College, Library, and Publicly Owned Community Center	20 SF	1/ use	20 SF	1.5	30 SF	2	60 SF	4 FT	Backlight or White Light	10 FT	Freestanding Building Mounted	8 FT Roofline	Signs shall contain no advertising.
(c) Places of Worship	20 SF	2	10 SF			1.5	15 SF	8 FT	Backlight	5 FT	Freestanding Building Mounted	8 FT Roofline	Signs shall contain no advertising.
(d) Church Bulletin Board	15 SF		15 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	8 FT	
(3) COMMERCIAL/OFFICE SIGNS													
(a) (PD-CC(NC)) Planned Development Neighborhood Center - Entrance Signs	30 SF	1/vehicular entrance, no more than 2 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	

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Table S-1204(D)

Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(b) (PD-CC(NC)) Planned Development Neighborhood Center - Tenant Signs	2 SF/ linear foot of building frontage	1/facade, no more than 3 signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
(c) (PD-CC(CC)) Planned Development Community Center - Entrance Signs and Entrance Signs for Commercial Developments In PD-TC, PD-TT, PD-UC, PD-TRC, PD-TREC, PD- MUB, PD-RV and PD-CV Districts	60 SF	1/vehicular entrance, no more than 3 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
(d) (PD-CC(CC)) Planned Development Community Center - Tenant Signs and Tenant Signs for Business in PD-TC, PD-TT, PD-UC, PD- TREC PD-TRC, PD-MUB, PD-RV, PD-CV Districts	2 SF/ linear foot of building frontage, not to exceed 60 SF	1/facade, no more than 3 signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
(e) (PD-CC (SC) &(RC)) Planned Development Small Regional Center and Regional Center - Entrance Signs		1/vehicular entrance	60 SF	1.25 2 (for centers over 1 million SF)	75 SF 120 SF	1.33 1.33	100 SF 160 SF	15 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
(f) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center -Tenant Signs (Freestanding Building with up to 4000 SF floor area)	60 SF	1/facade, no more than 3 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	
(g) (PD-CC(SC)&(RC))	120 SF	1/facade, no	20 SF freestanding	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding	15 FT	

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Table 5-1204(D)

Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
Planned Development Small Regional Center and Regional Center-Tenant Signs (Freestanding Building with over 4000 SF floor area)		more than 3 signs	60 SF building mounted								Building Mounted	Roofline	
(h) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center - Tenant Signs (In Line Structure with up to 4000 SF floor area)	60 SF	1/public entrance of building	30 SF						Backlight		Building Mounted	Roofline	
(i) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center-Tenant Signs (In Line Structure with 4001 - 15000 SF floor area)	100 SF	1/public entrance of building	60 SF						Backlight		Building Mounted	Roofline	
(j) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center – Tenant (In Line Structure with over 15000 SF floor area)	200 SF	1/public entrance of building	60 SF						Backlight		Building Mounted	Roofline	
(k) PD-OP and PD-RDP Development Entrance Signs		2/vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising.
(l) Office – Freestanding Building Entrance Sign	60 SF	1/vehicular entrance	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	8 FT	
(m) Office – Building ID Sign (1-3 Stories)	160 SF	1/facade	40 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.

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Table 5-1204(D)

Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted (See Note 2)	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(n) Office – Building ID Sign (4-5 Stories)	200 SF	1/facade	50 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
(o) Office – Building ID Sign (6+ Stories)	240 SF	1/facade	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
(p) Office – Related Commercial (Ground Floor)	2SF per linear foot of building frontage (counts against overall building ID sign)	1/tenant	20 SF						Backlight		Building Mounted		Located over entrance of business it identifies. Max ht. of letters: 24 inches
(q) Office – Directories													May not be visible from outside the building.
(r) Auto Service Station (including convenience store, car wash & repair)	60 SF	6	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	5 FT	Freestanding Building Mounted	15 FT Roofline	Total sign area excludes federally mandated gasoline price posting.
(s) Auto Dealer	20-120 SF (see additional requirements column)	6	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	Base sign 20 SF Used car 20 SF Each new car dealership = 20 SF
(t) Bed & Breakfast Inn and Homestay	4 SF	2	4 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	6 FT Roofline	
(u) Country Inn, Guest Farm or Ranch, Rural Retreat, Rural Resort, and Rural Agricultural Corporate Retreat	10 SF	2	10 SF						Backlight or White Light	None	Freestanding Building Mounted in Historic District Only	6 FT	
(v) Child Care Center	20 SF	2	10 SF			1.5	15 SF	6 FT	Backlight, None in	5 FT	Freestanding	8 FT	

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Table 5-1204(D)

Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(w) Hotel, Motel and Conference Center – (freestanding) Entrance Signs		1/vehicular entrance	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Residential Districts		Building Mounted	Roofline	
(y) Hotel, Motel and Conference Center (1-3 Stories)	90 SF	1/facade, no more than 3 signs	40 SF						Backlight or White Light	10 FT	Freestanding	15 FT	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
(x) Hotel, Motel and Conference Center (4-5 Stories)	90 SF	1/facade, no more than 3 signs	50 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
(z) Hotel, Motel and Conference Center (6+ Stories)	90 SF	1/facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
(aa) Movie Theaters – Theater Name Entrance Sign		2	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
Theater Name Building Sign		1	60 SF								Building Mounted	Roofline	
Movie Title Building Sign		1	20 SF										
(bb) Restaurant – (freestanding Building with up to 4000 SF floor area)	60 SF	3	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	Drive-through menu does not count toward sign area.
(cc) Restaurant - (Freestanding Building with over 4000 SF floor area)	120 SF	3	20 SF freestanding 60 SF bldg mounted	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	Drive-through menu does not count toward sign area.
(dd) Restaurant – (In Line Structure)	2 SF/linear foot of building frontage	1/facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	Drive-through menu does not count toward sign area.
(ee) Restaurant Drive - Through Menu	30 SF	2	20 SF	1.5	30 SF						Freestanding Building Mounted	5 FT	Must be screened from all roads.

Table 5-1204(D)

Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(ff) Business in A-3, A-10, AR, J/LMA, TR and CR Districts	10 SF	2/lot	10 SF						None	5 FT	Freestanding Building Mounted	8 FT	
(gg) Business in R-C District	40 SF	2	20 SF						None	5 FT	Freestanding Building Mounted	8 FT	
(hh) Business in R Districts	4 SF for lots ≤ 10 acres; 8 SF for lots > 10 acres	1 for lots ≤ 10 acres; 2 for lots > 10 acres	4 SF						None	5 FT	Freestanding Building Mounted	8 FT	
(ii) Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises.	60 SF	3 (freestanding building) 1 freestanding sign/vehicular entrance, no more than 3 for center and 1 building mounted sign/ facade no more than 3 for business (in-line structure)	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Building Mounted	Roofline	
(4) INDUSTRIAL SIGNS													
(a) PD-IP and PD-GI Development Entrance Signs		2/vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One side only; signs shall contain no advertising.
(b) Flex Industrial/ Light Industrial/Warehouse - Entrance Signs		1/vehicular entrance	20 SF			1.5	30 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
(c) Flex Industrial/ Light Industrial/Warehouse - Tenant Signs	20 SF	1/tenant	20 SF						Backlight		Building Mounted	Roofline	
(5) TEMPORARY SIGNS (For Temporary Real Estate Signs, See Number 6 Below)													
(a) Temporary Signs -- On-site	4 SF	1	4 SF						None	5 FT	Freestanding Balloons	4 FT	Permit limited to one (1) month from date of issuance, for no

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Revision Date: December 18, 2007

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Table 5-1204(D)

Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(b) Temporary Signs - Off-Site		Reasonable number as determined by the Zoning Administrator.	4 SF						None	5 FT	Banners Pennants Inflated Devices Freestanding Balloons Pennants Inflated Devices	4 FT	Permit limited to one (1) month from date of issuance, for no more than 3 consecutive months.
(c) Temporary Construction Signs	20 SF Commercial 10 SF Residential	1/contractor per job site 1/contractor per job site	20 SF 10 SF						None	10 FT	Ground Mounted	8 FT	Residential signs only in A-3, A-10, A-25, AR, and CR Districts. Contractor to remove sign upon completion of construction.
(6) REAL ESTATE SIGNS													
(a) Real Estate - Residential For Sale Sign	6 SF up to 10 acres	1	6 SF						None	5 FT	Freestanding	6 FT	
	12 SF more than 10 acres	2	6 SF						None	5 FT	Freestanding	6 FT	Area of all real estate signs within the subdivision which front on a public highway shall be no more than four (4) square feet per lot fronting on the highway.
(b) Real Estate - Residential Subdivision		1/vehicular entrance to subdivision from state right-of- way	20 SF						None	5 FT	Freestanding	6 FT	
(c) Real Estate - Commercial For Sale Sign		1 (upon any lot of less than 10 acres); 2 upon any lot in excess of ten (10) acres.	20 SF						None	5 FT	Freestanding	6 FT	
(d) Real Estate - Temporary Open House - Off-Site		4 /property	4 SF						None	5 FT	Freestanding	4 FT	Conditions apply (see note 4).

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Table 5-1204(D)

Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(e) Non-PD District Project Directional Signs - Off-Site		10/total combined for all builders per project	2 SF						None	5 FT	Freestanding	4 FT	Conditions apply. (see note 5).
(7) MISCELLANEOUS SIGNS													
(a) Government Signs/ Official Notices													Not regulated.
(b) Historical Markers													Not regulated.
(c) Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and Other Similar Signs.													Not regulated.
(d) Hunting, Fishing or Trespassing Signs			2 SF						None	None	Freestanding	5 FT	
(e) Informational Signs		1/use identifying locations such as restrooms, loading areas, etc.	2 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	5 FT	Signs shall contain no advertising.
(f) PD-SA, PD-TC, PD-TT, PD-JC, PD-TRC, PD-TREC, PD-MUB, PD-RV, and PD-CV Development Entrance Signs		2/vehicular entrance	60 SF	2			120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One-side only; signs shall contain no advertising.
(g) Private Recreation Parks	10 SF	2	6 SF						None	5 FT	Freestanding	6 FT	
(h) Directional Signs, On-Site			4 SF						Backlight or White Light	5 FT	Freestanding	3 FT	Signs shall be located only where there is a change in direction and shall contain no advertising.

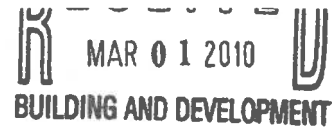
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GENERAL NOTES

1. Whenever a bonus multiplier is used for ground mounted signs, a landscaped base with a minimum depth of 36 inches on a side, must be maintained.
2. All signs must be set back the minimum distance from the road right-of-way, as specified, unless a greater setback is required by the Code of Virginia.
3. The maximum height column does not apply when ground mounted bonus are obtained. Use the maximum height column for Ground Mounted Background Structure.
4. The following conditions shall apply for permitted "Real Estate-Temporary Open House - Off Site" signs.
 - a. Signs shall be located only at controlled intersections where there is a change in direction.
 - b. Signs shall be placed on private property only.
 - c. Signs shall be in place only during hours the house is open plus one hour before and two hours after the event.
 - d. Signs may be used for two (2) days on the weekends and three (3) days in the case of a holiday falling on a Monday, as well as one-half (1/2) day during the week.
 - e. The owner for the house or his/her designated agent must be present for the duration of the open house hours.
 - f. Signs shall include a company name with direction arrow.
 - g. Signs shall consist of a metal frame with composition sign of a semi-permanent type.
 - h. Homeowners or their designated agent may not use "Non-PD District Project Directional Signs - Off-Site".
5. The following conditions shall apply for permitted Non-PD District Project Directional Signs - Off-Site.
 - a. The location of signs must be approved by the County at the time of the sign permit application.
 - b. Signs shall be located only at controlled intersections where there is a change in direction.
 - c. Signs shall be placed on private property only.
 - d. Signs shall not be permitted on any arterial road, nor on any road listed in Section 5-900 of this Ordinance.
 - e. The signs may be installed after sundown Friday night and must be removed by sundown on Sunday. If Monday is a legal holiday, the signs may remain until sundown Monday.
 - f. The signs must be made of a permanent material, signs made of paper or cardboard are hereby specifically prohibited.
 - g. Builders may not use "Non-PD District Directional Signs - Off-Site in combination with "Real Estate-Temporary Open House - Off-Site" signs.
6. In selecting the most appropriate land use/sign category, the more specific listing would take precedence.
7. Directional signs shall not be included in any other permitted square footage total.



COUNTY OF LOUDOUN
Department of Economic Development

REFERRAL

DATE: February 26, 2010

TO: Amy Lohr and Teresa Miller, Zoning Administration

FROM: Robyn Bailey, Department of Economic Development *LB.*

SUBJECT: Amendments to the Zoning Ordinance - Sign Regulations (ZOAM 2009-0003)

Description

On September 1, 2009, the Board of Supervisors adopted a resolution of intent to amend the Revised 1993 Loudoun County Zoning Ordinance for the primary purpose of revising and creating new standards for business signs.

Evaluation

The Department of Economic Development's (DED) core mission is to support the formation, expansion, retention, and location of appropriate industries and businesses in Loudoun and the region. Successful economic development increases the community's capacity to generate wealth; one result of this is a local government with the sustained fiscal strength necessary to develop a high quality community while keeping tax rates competitive.

Signage provides a company with name recognition and reinforces the community's pride in their businesses. As DED meets with prospective and existing businesses to position Loudoun as a premier business location, inquiries are often made related to the restrictiveness of Loudoun's sign ordinance and businesses proceed to explain the importance of signage as a site decision factor. As the competitiveness related to business location increases, signage becomes a factor in that competition and Loudoun's competitiveness will decrease without significant changes to the sign ordinance.

While many nuances have been addressed in the ZOAM, the most critical issues related to DED are the following:

1. Ensuring that sign modifications are available to individual buildings, where appropriate
 2. Scalability of the size of the sign in relation to the building
 3. Ability to have more than one business name on a building
 4. Creating an administrative signage bonus (reduce time and money spent on lengthy legislative processes)
-

**County of Loudoun
Department of Planning**

MEMORANDUM

DATE: March 22, 2010

TO: Amy Lohr, Zoning Administration

FROM: John Merrithew, Assistant Director of Planning

SUBJECT: ZOAM 2009-0003, Amendments to the Zoning Ordinance – Sign Regulations

ZOAM 2009-0003 proposes certain changes to commercial sign standards. A Sign Ordinance Volunteer Working Group developed the proposed changes and presented them to the Economic Development Commission (EDC) in 2008. The Volunteer Group consisted of ten industry representatives with experience processing sign applications. The EDC in turn endorsed the recommended changes to the Board of Supervisors. Zoning Administration staff has proposed a number of additional changes. The volunteer-group changes generally seek to increase the sign options to the point that any sign, whether identified in the Ordinance or not can be approved.

Revised General Plan Guidance

The Revised General Plan (Plan) speaks to signs in a limited manner, associating signs with other commercial activities as well as with commercial architectural features. As an activity, the Plan focuses on minimizing the impact of signs on the surrounding community. As architectural features, signs are part of the overall visual character of a building or development. The Plan recommends signs help unify a development by providing some level of consistency through color, shape, or other feature to create a sense of place. The Plan provides little guidance regarding specific design standards; however several principles can be drawn from the community design concepts in the Plan.

Designers should seek to reduce the potential impact of building size, exterior cladding of the building, signs and other features of an employment use that may create negative visual impacts on the surrounding community. Outdoor lighting will be designed for effective nighttime use of the facility and to reduce off-site glare to a minimum (Revised General Plan, Chapter 6, General Business Land Use Policies, Policy 3).

The Countywide Retail Policy proposes that buildings be the prominent feature of commercial centers and that signs, along with building materials, color and other components create a unified design (Countywide Retail Policy Plan Amendment, VI. Design Guidelines, A. Building Placement and Design, Policy 3). The Retail Policy goes on to recommend that signs be integrated into the architectural design (Countywide Retail Policy Plan Amendment, VI. Design Guidelines, D. Signs and Lighting, Policy 1).

Review

Signs should function efficiently, providing simple, clear and unobtrusive guidance to customers without collateral impact to surrounding uses and communities. Commercial signs should not distract drivers, cast glare on other uses, impede pedestrians or create a sense of clutter. Signs should be integrated into and enhance the architecture of the building or property on which they are situated. Signs should reflect the rhythm of and be proportional to the scale of the building façade.

SPECIFIC COMMENTS:

Definitions:

Signs (revised definition): The definition proposes that unique architectural features, façade treatments and specialty lighting shall not be considered a sign. Staff does not oppose using such features as part of an architectural program. The Revised General Plan generally supports quality architectural design, which can entail custom lighting, facades and architectural features that collectively contribute to a building style. The integration of such features into the overall architectural style is important. Using such features to advertise a particular brand or company would not be consistent with Plan objectives.

Staff recommends adding the following condition to the definition: "provided such features contribute to the architectural design of the associated building(s) and such features do not emulate or suggest a brand, logo, corporate name or similar advertising".

Signs, Above Roofline (new definition): This definition proposes signs above the building roofline and a standard that arbitrarily limits the extent such signs can be above the roofline. Staff recommends deleting this definition and sign.

Staff is opposed to signs above the roofline or the perceived roofline as it is defined today (parapets, screening walls, etc) without an obvious public benefit. Signs above the roofline would be a major change in the character and appearance of commercial areas; creating commercial beacons potentially having a broad visual impact on the community. Staff recommends that signs not be identified as a permitted sign and instead be permitted as part of a Comprehensive Sign Package/Plan (CSP) (as proposed a CSP can permit new types of signs). Staff would propose that specific guidelines or criteria be used to evaluate signs above the roofline and other new signs proposed by CSP to ensure maximum public benefit. Such criteria should consider the extent such signs are integrated into the architecture of the building, how well they complement the building by color, shape, lighting, etc, the extent such signs effectively serve the customer, public safety and the unique characteristics of the site (i.e sight lines) or building that warrant a unique sign.

Sign, Area (revised definition): The proposal removes the area of any wall work incidental to its decoration and any awnings, canopies, glass and other structure to which the design is attached. This appears to reduce the area calculation for the sign.

If the wall or canopy is not distinguishable from the remainder of the wall or other canopies and it does not attract attention to the sign, then it should not be counted as part of the sign. Where the background or canopy is clearly distinguished by color or design, then it attracts attention to the sign and should be part of the sign area.

Sign, Artistic Works/Wall Murals (new definition): Wall murals can be a positive addition to the architectural character of a space. They can create interesting pedestrian areas, help rejuvenate derelict spaces and express community pride. Such murals are art and not typically intended to be removed easily as would be the case with vinyl graphics and other non-permanent materials. Such temporary materials are associated with advertising. The proposed definition does not prohibit commercial advertising but only tenant advertising, suggesting wall murals could be commercial billboards.

Staff recommends allowing wall murals under the same conditions as specialty lighting and façade treatments; with a clear prohibition on exhibiting a commercial brand, logo, name or similar product-oriented statement. Alternatively, if the CSP allows different types of signs, then murals could be permitted on a case by case basis, though it would be costly for an artist to seek approval for an individual mural.

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Sign, Awning and Canopy (revised definition): Refer to comment regarding Sign Area.

Staff recommends that if the canopy is indistinguishable from other canopies and if it is not decorated to draw attention to the sign, then the canopy should not be counted towards the sign area.

Sign, Background (revised definition): The amendment proposes to exclude the surface to which a sign is attached from the sign area measurement.

Staff does not object to the proposed change if the background is indistinguishable from the remaining wall or other canopies and does not attract attention to the sign. However, where the background is painted or designed with materials or fenestration to stand out from the remaining wall or canopies, it should be added to the sign area.

Signs, Directional (revised definition): The proposed amendment removes the requirement that the signs be onsite and allows the sign to identify specific uses/tenants rather than just types of uses. The change also seems to duplicate the function of an Entrance Sign as both would allow tenant names and logos.

Staff does not object to the modification provided there are limits on the number of such signs.

Sign, Electronic/ Digital Message Board (new definition): The definition is unclear although it appears to limit electronic signs to civic uses. The electronic signs have the potential to be major distractions to drivers from either the glare of emitted light or the perceived movement or flashing.

Staff opposes using electronic signs that provide sequencing changes in light or wording because of the safety hazard they represent to drivers, light impacts and potentially detrimental impact on the surrounding community.

Sign, Entrance (new definition): Although entrance signs are included in the Sign matrix, there is currently no definition. The proposed definition would allow the entrance sign to include the names or logos of tenants. The entrance sign would then function as a directional sign. The current Sign Matrix allows two entrance signs per vehicular entrance, suggesting smaller, project identification signs. Multiple signs at each entrance to a commercial project each listing tenant names would present an undesirable, cluttered appearance.

Staff does not oppose the new definition, but in light of the proposed change in character, staff recommends revising the Sign Requirements Matrix to reduce the number of entrance signs at each vehicular entrance. The number of tenant names on an entrance sign should also be limited and prohibited where there are other tenant identification signs.

Sign, Illuminated (revised definition): ***Staff has no comment.***

Sign, Projecting (new definition): Projecting signs support pedestrian activity in commercial areas.

Staff does not oppose projecting signs as proposed if they do not represent a safety hazard.

Sign, Project Identification (new definition): Project identification has been an issue in several commercial applications where the developer creates a symbol or icon for the project and then wishes to incorporate the symbol into the architecture of buildings, street signs, banners, shopping bags and other paraphernalia. The idea is similar to the Revised General Plan-supported concept of creating a unifying sense of place with similar colors, architectural features or building materials. The draft definition narrowly defines project identification signs as ground-mounted, with only the development name.

Staff does not oppose the proposed definition but feels it does not offer much opportunity for innovation. Allowing project identification signs or components of the

sign (e.g., the symbol without text) in more creative formats such as architectural features, public art, and murals could contribute to the sense of community, particularly in larger mixed-use projects. Staff sees value to establishing project-specific identification but acknowledges separating the project identification from other logos and commercial signs may make this approach infeasible.

Sign, Window (new definition) and Sign, Store Window or Display (new definition): Window signs and displays make it difficult to see what is happening in the store. This could be particularly important for law enforcement personnel who are monitoring from the street.

Staff defers to the Sheriff's Office. Staff does not oppose the sign provided they do not include lighting or simulated movement, flashing lights, or similar distraction.

DIVISION C: SIGN REGULATIONS

There appears to be inconsistencies in the initial references to Section 1202 on page A1-6 and the references on page A1-7 and A1-8. Staff's comments are based on the draft Ordinance language.

5-1201: No comment

5-1202(A) (1): The proposal would allow offsite signs if the sign locations were included in the area of the Comprehensive Sign Package. This could have implications for larger projects, such as One Loudoun or Dulles Town Center that may wish to advertise particular tenants along the major road frontages and removed from the tenant site.

Staff opposes offsite signs except as permitted as directional, project and entrance signs. Allowing individual tenants to place signs significantly increases the potential clutter and confusion along road frontages.

5-1202(A) (2): The amendment would allow neon lighting or other permanent lighting to outline movie theatres. This language seems extremely narrow since lighting that is appropriate for a movie theatre may also be appropriate for other entertainment venues. However, the use of neon lights has been addressed by the proposed changes to the definition of signs, which permits specialty lighting that would presumably include neon lighting. The concern about nighttime lighting is the impact of light trespass onto other properties, and the impact on the night sky. The idea of decorative lighting also seems to be contrary to growing concerns about energy consumption.

Staff recommends not identifying neon and specialty lighting in the Ordinance so that such a proposal can be evaluated on a case-by-case basis through the CSP process. The Board should establish criteria to evaluate comprehensive sign packages. Those criteria should ensure that features such as lighting are integrated into the architectural design of the associated building and are not part of any sign, do not create the effect of movement, do not flash, and do not imply a brand, logo, corporate name or similar advertising.

5-1202(A) (3): The amendment would permit banners on light posts. A number of commercial projects have proposed festival or seasonal banners along internal streets and parking lot light standards. Provided these banners are not visible from a public street, they have been permitted. The modification would also allow the banners along public streets. More frequently localities and developers are using banners as permanent signs to identify special districts. For example, Leesburg identifies its historic downtown with banners. 5-1202(A) (5) will also have to be amended if banners are to be permitted since it also identifies banners and pennants as prohibited signs.

5-1202(B): This amendment proposes allowing signs not already permitted by the Ordinance by (1) Comprehensive Sign Plan [sic] and (2) by Special Exception. A proposed special exception checklist was also included with the modification. The proposal removes any limits on the types of

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signs permitted in the County and greatly expands the potential impacts on the community. Both processes are legislative approvals involving considerable public and applicant cost. The current process is a zoning modification. By switching to a special exception and minor special exception process, sign applications would have shorter review deadlines and a smaller fee.

Staff recommends permitting comprehensive sign packages by special exception application when the sign package can be reviewed in conjunction with any application where a specific use is identified such as a special exception. Building elevations and design details are part of the special exception review checklist and it would be appropriate to require sign details at the same time. For sign modifications not attached to a special exception, staff recommends a process like the final development plan (FIDP) process. Over the past several years sign packages have been heavily debated at the Planning Commission level but seldom have generated discussion at the Board of Supervisors. The Commission is consistently much more engaged in the design issues than the Board. Unlike the proposed minor special exception, which circumvents the Commission review and goes directly to the Board, the FIDP process relies on the Commission to make the final decision. No action is required by the Board. Both the FIDP and the minor special exception are expeditious review timelines. Applications would go directly to the Board of Supervisors after staff review. However, the Board does not have the benefit of Commission comments. The FIDP process could apply to CSP applications from projects previously approved by rezoning or special exception.

5-1202(E) (1): Staff recommends that review criteria be added to assist staff in the review of proposed modifications. The applicant response to the criteria should be included in the applicant's submittal and in the staff report evaluation.

Criteria may include:

- Are the signs easily read and clear to passing motorists and pedestrians;
- do they create a distraction or interfere with safe traffic movement because of lighting, movement, location or other condition;
- is the number of signs the minimum necessary to identify businesses or direct customers, avoiding unnecessary redundancy;
- do the signs impact the night sky
- are the signs energy efficient,
- do the signs contribute to the architecture of buildings or sense of community;
- does the site present visual or other challenges that warrant a modified sign package.

5-1202(E)(3): The proposal allows the Zoning Administrator to grant minor modifications to an approved sign package. The Zoning Administrator would have the authority to grant up to a 10% increase in the amount of signage; which staff interprets as number and size of signs, but not to approve signs not already in the Sign Package.

Staff supports flexibility to accommodate changing circumstances in the development of a project, new commercial tenants, to address safety or engineering concerns or unique hardships. To this end, limiting the Administrator to a 10% increase in signage seems restrictive and staff would recommend a 20% limit. A larger degree of flexibility may encourage applicants to submit sign packages with the rezoning or special exception for the proposed use rather than waiting. The Zoning Administrator should base a decision on the same criteria and a review of the Planning Commission decision outlined for review of the original sign package. Because the number of signs is typically the most debated part of a CSP, staff would recommend limiting the Administrators discretion to the size of signs and not the number of signs.

5-1202(F): The proposal allows the Zoning Administrator to grant sign area bonuses of up to 10% if the applicant submits a permit with the same information required for a CSP. This concept could save time and money for the applicant and the County by avoiding a legislative process. The

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administrative process does not provide the opportunity for Commission or Board scrutiny or public comment.

Staff supports the concept. There has been historically very little public comment on sign packages and little policy debate. Issues focus on number and size of signs and decisions are site specific. The Zoning Administrator could easily make the same judgment calls if he uses the same criteria as that set out for a CSP.

5-1204 (D), SIGN REQUIREMENT MATRIX

(3) Commercial Office and Industrial Entrance Signs: The proposal simplifies the table by eliminating distinctions between the various zoning districts. The proposal would also allow signs at the intersection of public roads as opposed to the project entrance. It is not clear why there is a distinction made between buildings smaller or greater than 100,000 square feet and between projects of different acreages. It would seem that there should be a continuous relationship between sign size and building size if there is a reason for the larger sign (for example, to include the names of more tenants on the sign). However, the entrance sign should first be sized for legibility to the passing motorist and that size does not necessarily change because the building changes. Size is more a factor of traffic speed. There is also the issue of redundancy. The proposal to allow building mounted tenant identification signs diminishes the need for a ground-mounted entrance sign. Several recent CSP applicants have proposed placing signs at road intersections rather than the entrances to the project as a means of getting higher visibility along major thoroughfares.

Staff recommends that for single-building, multi-tenant projects, that the applicant be allowed an entrance sign or a building identification/tenant identification sign(s), but not both. Alternatively, where tenant identification signs are proposed, that tenant names not be permitted on the entrance sign. Where an entrance sign is proposed, staff could support a fixed size of 30 square feet at entrances to local and minor collector streets and 40 square feet at entrances to major collector or arterial streets. Staff does not support adding tenant names to entrance signs if other tenant identification is proposed.

The size of project entrance signs should be based traffic speed. Again, staff recommends that the entrance sign be up to 50 square feet for entrances onto local and minor collector streets and 75 square feet for entrances onto major collector and arterial roads.

(4) Commercial Office and Industrial Building Signage: This amendment proposes various scales for tenant signs, making the distinction between zoning districts, inline and freestanding buildings, and type of use (office, mixed-use, residential...). The proposal does not distinguish between wall mounted or blade signs, large building/tenant identification signs or small first floor tenant signs.

Staff recommends distinguishing between tenant signs and building/major (trophy) tenant signs. For tenant signs, staff recommends simplifying the standards by eliminating the zoning district distinctions and relying on the type and size of building, the road classification (where the use fronts a street) and the mode of customer access to the building (automobile or pedestrian). For example, a free-standing building with frontage on a collector road may be allowed a larger building-mounted or ground-mounted tenant sign on that frontage façade and smaller signs towards the parking lot.

The building identification/trophy tenant sign (usually attached at the roofline) are the signature signs of major tenants. Staff does not object to the scale of 1% of the total façade area (1 square-foot per 100 square feet of façade) per sign but recommends a total aggregate sign area of 2% of the facade (measured on the side to which the sign is attached). The sign(s) are a part of the elevation design and maintaining a ratio of sign

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area to façade area seems to make more sense on a multi-story building than a ratio of sign area to linear feet of façade. The latter ratio would be valid for single story, multi-tenant shopping centers. Staff would suggest a building identification/trophy tenant sign area of 0.5 square feet to 1 square-foot of façade area for one and two story buildings (as proposed for tenant signs in industrial buildings). Staff supports the limit of 4 such signs per building.

Building-mounted signs for remaining tenants in a free standing building should be limited to 10% of the total façade for each tenant, or a total aggregate sign area of 10% of the total façade area divided among the tenants as the owner sees fit. In either case the sign area is a minor percentage of the overall façade area.

The amendment currently proposes ground-mounted tenant signs in small regional and regional commercial centers. Staff would oppose the ground-mounted tenant signs if project entrance signs also have tenant names.

Building-mounted tenant signs in vertically mixed buildings are proposed to be a fixed 25 square feet per tenant with a limit of one sign per tenant. This is an equitable approach but it does not appear to provide flexibility to accommodate cases where the tenants are of varying sizes.

Staff does not object to the approach and would also support allowing a total aggregate sign area based on the façade area to be divided among tenants.

Building-mounted tenant signs in horizontally mixed buildings or inline buildings propose sign areas based on linear feet of the tenant's façade.

Staff does not object to this approach but it does not directly promote a relationship with the building facade.

In conclusion, we support adding evaluation criteria for comprehensive sign packages and for any modification request to address the design principles of the Revised General Plan. Staff supports simplifying the regulations by removing the zoning district distinctions and taking a more form-based approach, relating sign size to the façade, the character of the roads fronting the property, or the height of the building. Such an approach addresses the role of signs to communicate rather than attempting to draw differences between zoning districts. The concepts supported in this memorandum also apply to the additional changes recommended by Zoning staff.

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ATTACHMENT 8

September 25, 2009

Members of the Board of Supervisors
Loudoun County
1 Harrison Street
Leesburg, Virginia 20179

Subject: Intent to Amend the Sign Ordinance

Dear Members of the Board:

NAIOP Northern Virginia applauds your recent action to state an Intent to Amend the Zoning Ordinance to address commercial sign regulations in the county. This issue has impacted the County's competitive advantage and thus, moving forward with the revisions in an expedited fashion will help establish Loudoun County as a regional leader in the attraction of new and the retention of existing office and flex users. This action supports the office and industrial park community as well as promotes the commercial tax base and job creation for residents of Loudoun County and the greater metropolitan region.

We understand that the aforementioned amendments are scheduled for adoption in the fourth quarter of 2010 and this schedule reflects the magnitude of efforts underway by the Board. NAIOP respectfully requests this schedule be maintained or accelerated to meet the current and future needs of commercial enterprise in Loudoun County.

The membership of NAIOP Northern Virginia appreciates your continued support and is willing to assist you and your staff in the preparation and adoption of the pending amendments to the sign ordinance.

Sincerely,

A handwritten signature in black ink that reads "Martha Marks". The signature is fluid and cursive.

Martha D. Marks
President

[illegible]

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[illegible]

Intent to Amend

ZOAM 2009-0003, Sign Regulations

Projected Planning Commission Work Program

May 12, 2010

May 19 (Wed.): PC Briefing; Introduction of the ZOAM

June 3 (Thurs.): Public input session (input session to be advertised in Leesburg Today and on County Website—Home page, PC home page and Sign Ordinance web page).

June 16 (Wed.): Work session to solicit comments and issues from PC and preparation to move into PC Sub-Committee

June 30 (Wed.): PC Sub-Committee Work session

July 7 (Wed.): PC Sub-Committee Work session (as needed)

July 21 (Wed.): PC Sub-Committee Work session (as needed)

August: No meetings month of August

September 1 (Wed.): Work session with PC

September 8 (Wed.): Work session with PC (as needed)

September 29 (Wed.): Stand-alone public hearing

October 13 (Wed.): Work session with PC (as needed)



Loudoun County, Virginia

www.loudoun.gov

Office of the County Administrator

1 Harrison Street, S.E., 5th Floor, P.O. Box 7000, Leesburg, VA 20177-7000

Telephone (703) 777-0200 • Fax (703) 777-0325

At a business meeting of the Board of Supervisors of Loudoun County, Virginia, held in the County Government Center, Board of Supervisors' Meeting Room, 1 Harrison St., S.E., Leesburg, Virginia, on Wednesday, February 17, 2010 at 9:00 a.m.

IN RE: BOARD MEMBER INITIATIVE: EXPANDING SIGN ORDINANCE
REVIEW TO ADD OFF-SITE DIRECTIONAL SIGN STANDARDS FOR
RELIGIOUS ASSEMBLY AND CIVIC USES

Mrs. Waters moved that the Board of Supervisors approve the Resolution of Intent to Amend the Revised 1993 Loudoun County Zoning Ordinance, dated February 17, 2010, to add off-site directional sign standards for religious assembly and civic uses.

Seconded by Mr. Miller.

Voting on the Motion: Supervisors Buckley, Burk, Delgaudio, Kurtz, McGimsey, Miller, Waters and York – Yes; Supervisor Burton – No.

A COPY TESTE:


DEPUTY CLERK FOR THE LOUDOUN
COUNTY BOARD OF SUPERVISORS

(5- EXPANDING SIGN ORDINANCE REVIEW TO ADD OFF-SITE DIRECTIONAL SIGN STANDARDS FOR RELIGIOUS ASSEMBLY AND CIVIC USES)

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February 17, 2010

BOARD OF SUPERVISORS OF LOUDOUN COUNTY

**RESOLUTION OF INTENT TO AMEND THE REVISED 1993 ZONING ORDINANCE
TO ADD OFF-SITE DIRECTIONAL SIGN STANDARDS FOR RELIGIOUS
ASSEMBLY AND CIVIC USES**

WHEREAS, the Board of Supervisors wishes to initiate amendments to the Revised 1993 Loudoun County Zoning Ordinance in furtherance of the purposes of zoning, as set out in 15.2-2283 of the Code of Virginia and to further implement the comprehensive plan; and

WHEREAS, the Board of Supervisors has determined that off-site directional signs are necessary for certain uses, limited to religious assembly and to be defined civic uses, while ensuring that such revisions do not create an overload of graphic messages or displays in the County;

NOW, THEREFORE BE IT RESOLVED, that the Board of Supervisors states its intention to amend the Revised 1993 Loudoun County Zoning Ordinance to adopt new and revised provisions on the following matters:

1. Amend Article 5 of the Revised 1993 Loudoun County Zoning Ordinance by revision Section 5-1200, Sign Regulations, to add standards for off-site directional signs for religious assembly and civic uses; and
2. Amend Article 8 of the Revised 1993 Loudoun County Zoning Ordinance to incorporate definitions for new terms and revise existing terms, as needed, to implement these revisions; and
3. Amend other sections of the Revised 1993 Loudoun County Zoning Ordinance as needed to implement these revisions..

BE IT FURTHER RESOLVED, that (1) these amendments are in furtherance of the public necessity, convenience, general welfare, and good zoning practice; (2) Staff is directed to prepare draft amendments for consideration; and (3) the proposed amendments on these matters be brought forward for notice, hearing, Planning Commission recommendation, and Board of Supervisors' action.

Date of Meeting: February 17, 2010

**Board of Supervisors
Action Item**

5

Board Member-Initiated Item

SUBJECT: Expanding Sign Ordinance Review to Add Off-Site Directional Sign Standards for Religious Assembly and Civic Uses

ELECTION DISTRICT: Countywide

CRITICAL ACTION DATE: At the pleasure of the Board of Supervisors

STAFF CONTACT: Jessica Echard, Aide to Supervisor Waters
Val Suzdak, Aide to Supervisor Miller

RECOMMENDATIONS: Supervisor Waters and Supervisor Miller recommend approval

BACKGROUND: At the July 21, 2009 Board meeting, the Board approved the continuation of the volunteer program to remove signs from the VDOT right of way. Supervisor Waters and Supervisor Miller have heard from numerous religious and civic groups who have expressed frustration over their signs being removed and discarded. Specifically, many churches who meet in schools or other facilities have been disproportionately impacted by this ordinance. These groups rely on these signs because they have no on-site signage. Further, they typically remove their signs after 24-48 hours each weekend. Similarly, little league baseball and other community organizations have expressed a need for signage. Unlike other for-profit entities, these non-profit groups do not have the funds to print more signs when they are discarded.

Currently, our zoning ordinance only permits temporary signs placed on private property on a one-time basis, not exceeding three consecutive months (see Section 5 in Attachment 2). This limit is not practical for religious and civic groups who meet regularly in the community. It is anticipated that the proposed amendments will include provisions for these types of signs to be in place on private property for a specified time limit only.

This item asks staff to create a category for off-site signage limited to religious assembly and civic uses, as part of the sign ordinance review.

FISCAL IMPACT: None

ALTERNATIVES: The Board can take no action on the item.

DRAFT MOTION:

- 1) I move the Board of Supervisors approve the attached Resolution of Intent to Amend the Revised 1993 Loudoun County Zoning Ordinance, dated February 17, 2010, to add off-site directional sign standards for religious assembly and civic uses.

Or

- 2) I move an alternate motion.

February 17, 2010

BOARD OF SUPERVISORS OF LOUDOUN COUNTY

**RESOLUTION OF INTENT TO AMEND THE REVISED 1993 ZONING ORDINANCE
TO ADD OFF-SITE DIRECTIONAL SIGN STANDARDS FOR RELIGIOUS
ASSEMBLY AND CIVIC USES**

WHEREAS, the Board of Supervisors wishes to initiate amendments to the Revised 1993 Loudoun County Zoning Ordinance in furtherance of the purposes of zoning, as set out in 15.2-2283 of the Code of Virginia and to further implement the comprehensive plan; and

WHEREAS, the Board of Supervisors has determined that off-site directional signs are necessary for certain uses, limited to religious assembly and to be defined civic uses, while ensuring that such revisions do not create an overload of graphic messages or displays in the County;

NOW, THEREFORE BE IT RESOLVED, that the Board of Supervisors states its intention to amend the Revised 1993 Loudoun County Zoning Ordinance to adopt new and revised provisions on the following matters:

1. Amend Article 5 of the Revised 1993 Loudoun County Zoning Ordinance by revision Section 5-1200, Sign Regulations, to add standards for off-site directional signs for religious assembly and civic uses; and
2. Amend Article 8 of the Revised 1993 Loudoun County Zoning Ordinance to incorporate definitions for new terms and revise existing terms, as needed, to implement these revisions; and
3. Amend other sections of the Revised 1993 Loudoun County Zoning Ordinance as needed to implement these revisions..

BE IT FURTHER RESOLVED, that (1) these amendments are in furtherance of the public necessity, convenience, general welfare, and good zoning practice; (2) Staff is directed to prepare draft amendments for consideration; and (3) the proposed amendments on these matters be brought forward for notice, hearing, Planning Commission recommendation, and Board of Supervisors' action.

Table 5-1204(D)

Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier	Max. Area of Background Structure (See Note 1)	Max. Height of Background Structure					
(a) PD-H and PD-AAAR Entrance Signs		2/ vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising. Minimum 1000 FT between signs on same side of road or at intersection; signs shall contain no advertising.
(b) PD-H -Community Directional Signs - On-site or Off-site (within boundaries of approved PD-H district)	20 SF		20 SF						Backlight or White Light	5 FT	Ground Mounted	8 FT	Minimum 1000 FT between signs on same side of road or at intersection; signs shall contain no advertising.
(c) Non PD-H Residential Communities - Entrance Signs		1/ vehicular entrance	40 SF			2	80 SF	5 FT	None	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising.
(d) HOA Activity Signs	20 SF	1/development of 2500 or fewer dwellings - 2/developments of over 2500 dwellings	20 SF						Backlight or White Light	5 FT	Ground Mounted	8 FT	Signs shall be separated by a minimum half-mile radius, signs shall contain no advertising.
(e) Farm Signs	40 SF	2/Farm	20 SF						None	5 FT 0 FT	Freestanding As Permitted in Section 5- 1202(A)(3)	8 FT	
(f) Wayside Stands, Including Christmas Tree Sales, Vineyards, Wineries		6, Includes up to 3 on-site signs and up to 4 off- site directional signs	12SF on-site 4SF off-site One on-site sign at 20 SF if setback ≥ 40 FT from the fronting ROW						None	5 FT	Freestanding Building Mounted	8 FT	Displayed when agricultural produce and livestock are valuable for sale on farm involved and shall be removed within 48 hours after sale is concluded. Off-site signs require written permission of the owner of the land on which it is displayed.

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Table 5-1204(D)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted (See Note 2)	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(g) Home Occupation	2 SF	1/lot	2 SF						None	5 FT	Freestanding Building Mounted	4 FT 8 FT	
(h) Childcare Home	2 SF	1/lot	2 SF						None	5 FT	Freestanding Building Mounted	4 FT 8 FT	
(i) Residential Name Signs		1/vehicular access, 2 for each dwelling lot or property	2 SF						None	None	Freestanding Building Mounted As Permitted In Section 5- 1202(A)(3)	4 FT 8 FT	Signs shall contain no advertising.
(a) Public or Quasi-Public Facility	6 SF	1/ use	6 SF	1.5	9 SF	2	18 SF	4 FT	None	10 FT	Freestanding	4 FT	Must be located within 100 FT from use or structure it identifies; signs shall contain no advertising.
(b) School, Hospital, College, Library, and Publicly Owned Community Center	20 SF	1/ use	20 SF	1.5	30 SF	2	60 SF	4 FT	Backlight or White Light	10 FT	Freestanding Building Mounted	8 FT Roofline	Signs shall contain no advertising.
(c) Places of Worship	20 SF	2	10 SF			1.5	15 SF	8 FT	Backlight	5 FT	Freestanding Building Mounted	8 FT Roofline	Signs shall contain no advertising.
(d) Church Bulletin Board	15 SF		15 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	8 FT	
(a) (PD-CC(NC)) Planned Development Neighborhood Center - Entrance Signs	30 SF	1/vehicular entrance, no more than 2 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	

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Table S-1204(D)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier	Max. Area of Background (See Note 1)	Max. Height of Background Structure					
(b) (PD-CC(NC)) Planned Development Neighborhood Center - Tenant Signs	2 SF/ linear foot of building frontage	1/facade, no more than 3 signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
(c) (PD-CC(CC)) Planned Development Community Center - Entrance Signs and Entrance Signs for Commercial Developments in PD-TC, PD-TT, PD-UC, PD-TRC, PD-TREC, PD- MUB, PD-RV and PD-CV Districts	60 SF	1/vehicular entrance, no more than 3 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
(d) (PD-CC(CC)) Planned Development Community Center - Tenant Signs and Tenant Signs for Business in PD-TC, PD-TT, PD-UC, PD- TREC PD-TRC, PD-MUB, PD-RV, PD-CV Districts	2 SF/ linear foot of building frontage, not to exceed 60 SF	1/facade, no more than 3 signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
(e) (PD-CC (SC) & (RC)) Planned Development Small Regional Center and Regional Center - Entrance Signs		1/vehicular entrance	60 SF	1.25 2 (for centers over 1 million SF)	75 SF 120 SF	1.33 1.33	100 SF 160 SF	15 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
(f) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center -Tenant Signs (Freestanding Building with up to 4000 SF floor area)	60 SF	1/facade, no more than 3 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	
(g) (PD-CC(SC)&(RC))	120 SF	1/facade, no	20 SF freestanding	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding	15 FT	

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Table 5-1204(D)

Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier	Max. Area of Background Structure (See Note 1)	Max. Height of Background Structure					
Planned Development Small Regional Center-Tenant Signs (Freestanding Building with over 4000 SF floor area)		more than 3 signs	60 SF building mounted								Building Mounted	Roofline	
(h) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center - Tenant Signs (In Line Structure with up to 4000 SF floor area)	60 SF	1/public entrance of building	30 SF						Backlight		Building Mounted	Roofline	
(i) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center-Tenant Signs (In Line Structure with 4001 - 15000 SF floor area)	100 SF	1/public entrance of building	60 SF						Backlight		Building Mounted	Roofline	
(j) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center - Tenant (In Line Structure with over 15000 SF floor area)	200 SF	1/public entrance of building	60 SF						Backlight		Building Mounted	Roofline	
(k) PD-OP and PD-RDP Development Entrance Signs		2/vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One sided only: signs shall contain no advertising
(l) Office - Freestanding Building Entrance Sign	60 SF	1/vehicular entrance	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	8 FT	
(m) Office - Building ID Sign (1-3 Stories)	160 SF	1/facade	40 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same

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Table 5-1204(D)

Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted (See Note 2)	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(n) Office – Building ID Sign (4-5 Stories)	200 SF	1/facade	50 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
(o) Office – Building ID Sign (6+ Stories)	240 SF	1/facade	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
(p) Office – Related Commercial (Ground Floor)	2SF per linear foot of building frontage (counts against overall building ID sign)	1/tenant	20 SF						Backlight		Building Mounted		Located over entrance of business it identifies. Max ht. of letters: 24 inches
(q) Office – Directories													May not be visible from outside the building.
(r) Auto Service Station (including convenience store, car wash & repair)	60 SF	6	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	5 FT	Freestanding Building Mounted	15 FT Roofline	Total sign area excludes federally mandated gasoline price posting.
(s) Auto Dealer	20-120 SF (see additional requirements column)	6	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	Base sign 20 SF Used car 20 SF Each new car dealership = 20 SF
(t) Bed & Breakfast Inn and Homestay	4 SF	2	4 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	6 FT Roofline	
(u) Country Inn, Guest Farm or Ranch, Rural Retreat, Rural Resort, and Rural Agricultural Corporate Retreat	10 SF	2	10 SF						Backlight or White Light	None	Freestanding Building Mounted in Historic District Only	6 FT	
(v) Child Care Center	20 SF	2	10 SF			1.5	15 SF	6 FT	Backlight, None in	5 FT	Freestanding	8 FT	

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Table 5-1204(D)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Height of Background Structure					
(w) Hotel, Motel and Conference Center – (freestanding) Entrance Signs		1/vehicular entrance	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Residential Districts	10 FT	Building Mounted	Roofline	
(y) Hotel, Motel and Conference Center (1-3 Stories)	90 SF	1/facade, no more than 3 signs	40 SF						Backlight or White Light		Freestanding	15 FT	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
(x) Hotel, Motel and Conference Center (4-5 Stories)	90 SF	1/facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
(z) Hotel, Motel and Conference Center (6+ Stories)	90 SF	1/facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
(aa) Movie Theaters – Theater Name Entrance Sign		2	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
Theater Name Building Sign		1	60 SF								Building Mounted	Roofline	
Movie Title Building Sign		1	20 SF										
(bb) Restaurant – (freestanding Building with up to 4000 SF floor area)	60 SF	3	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding	15 FT	Drive-through menu does not count toward sign area.
(cc) Restaurant – (Freestanding Building with over 4000 SF floor area)	120 SF	3	20 SF freestanding 60 SF bldg mounted	1.5	30 SF	1.5	45 SF	8 FT	Backlight		Building Mounted	Roofline	Drive-through menu does not count toward sign area.
(dd) Restaurant – (In Line Structure)	2 SF/ linear foot of building frontage	1/facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	Drive-through menu does not count toward sign area.
(ee) Restaurant Drive - Through Menu	30 SF	2	20 SF	1.5	30 SF						Freestanding Building Mounted	5 FT	Must be screened from all roads.

Table 5-1204(D)

Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(ff) Business in A-3, A-10, AR, JLMA, TR and CR Districts	10 SF	2/lot	10 SF						None	5 FT	Freestanding Building Mounted	8 FT	
(gg) Business in R-C District	40 SF	2	20 SF						None	5 FT	Freestanding Building Mounted	8 FT	
(hh) Business in R Districts	4 SF for lots ≤ 10 acres; 8 SF for lots > 10 acres	1 for lots ≤ 10 acres; 2 for lots > 10 acres	4 SF						None	5 FT	Freestanding Building Mounted	8 FT	
(ii) Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises.	60 SF	3 (freestanding building) 1 freestanding sign/vehicular entrance, no more than 3 for center and 1 building mounted sign/ facade no more than 3 for business (in-line structure)	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Building Mounted	Roofline	
(a) PD-IP and PD-GI Development Entrance Signs		2/vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One side only; signs shall contain no advertising.
(b) Flex Industrial/ Light Industrial/Warehouse - Entrance Signs		1/vehicular entrance	20 SF			1.5	30 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
(c) Flex Industrial/ Light Industrial/Warehouse - Tenant Signs	20 SF	1/tenant	20 SF						Backlight		Building Mounted	Roofline	
(a) Temporary Signs - On-site	4 SF	1	4 SF						None	5 FT	Freestanding Balloons	4 FT	Permit limited to one (1) month from date of issuance, for no

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Table 5-1204(D)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign			Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure	Background Structure					
(b) Temporary Signs - Off-Site												Banners Pennants Inflated Devices		more than 3 consecutive months.
		Reasonable number as determined by the Zoning Administrator.	4 SF							None	5 FT	Freestanding Balloons Banners Pennants Inflated Devices	4 FT	Permit limited to one (1) month from date of issuance, for no more than 3 consecutive months.
(c) Temporary Construction Signs	20 SF Commercial	1/contractor per job site	20 SF							None	10 FT	Ground Mounted	8 FT	Residential signs only in A-3, A-10, A-25, AR, and CR Districts. Contractor to remove sign upon completion of construction.
	10 SF Residential	1/contractor per job site	10 SF							None				
(a) Real Estate - Residential For Sale Sign	6 SF up to 10 acres	1	6 SF							None	5 FT	Freestanding	6 FT	
	12 SF more than 10 acres	2	6 SF							None				
(b) Real Estate - Residential Subdivision		1/vehicular entrance to subdivision from state right-of- way	20 SF							None	5 FT	Freestanding	6 FT	Area of all real estate signs within the subdivision which front on a public highway shall be no more than four (4) square feet per lot fronting on the highway.
(c) Real Estate - Commercial For Sale Sign		1 (upon any lot of less than 10 acres); 2 upon any lot in excess of ten (10) acres.	20 SF							None	5 FT	Freestanding	6 FT	
(d) Real Estate - Temporary Open House - Off-Site		4 /property	4 SF							None	5 FT	Freestanding	4 FT	Conditions apply (see note 4).

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Table 5-1204(D)

Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(e) Non-PD District Project Directional Signs - Off-Site		10 total combined for all builders per project	2 SF						None	5 FT	Freestanding	4 FT	Conditions apply (see note 5).
(7) MISCELLANEOUS SIGNS													
(a) Government Signs/ Official Notices													Not regulated.
(b) Historical Markers													Not regulated.
(c) Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and Other Similar Signs.													Not regulated.
(d) Hunting, Fishing or Trespassing Signs			2 SF						None	None	Freestanding Building Mounted As Permitted in Section 5- 1202(A)(3)	5 FT	
(e) Informational Signs		1/use identifying locations such as restrooms, loading areas, etc.	2 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	5 FT	Signs shall contain no advertising.
(f) PD-SA, PD-TC, PD-TT, PD-UC, PD-TRC, PD-TREC, PD-MUB, PD-RV, and PD-CV Development Entrance Signs		2/vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One-side only; signs shall contain no advertising.
(g) Private Recreation Parks	10 SF	2	6 SF						None	5 FT	Freestanding	6 FT	
(h) Directional Signs, On-Site			4 SF						Backlight or White Light	5 FT	Freestanding	3 FT	Signs shall be located only where there is a change in direction and shall contain no advertising.

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Section 5-1200
Revision Date: December 18, 2007

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GENERAL NOTES

1. Whenever a bonus multiplier is used for ground mounted signs, a landscaped base with a minimum depth of 36 inches on a side, must be maintained.
2. All signs must be set back the minimum distance from the road right-of-way, as specified, unless a greater setback is required by the Code of Virginia.
3. The maximum height column does not apply when ground mounted bonus' are obtained. Use the maximum height column for Ground Mounted Background Structure.
4. The following conditions shall apply for permitted "Real Estate-Temporary Open House - Off Site" signs.
 - a. Signs shall be located only at controlled intersections where there is a change in direction.
 - b. Signs shall be placed on private property only.
 - c. Signs shall be in place only during hours the house is open plus one hour before and two hours after the event.
 - d. Signs may be used for two (2) days on the weekends and three (3) days in the case of a holiday falling on a Monday, as well as one-half (1/2) day during the week.
 - e. The owner for the house or his/her designated agent must be present for the duration of the open house hours.
 - f. Signs shall include a company name with direction arrow.
 - g. Signs shall consist of a metal frame with composition sign of a semi-permanent type.
 - h. Homeowners or their designated agent may not use "Non-PD District Project Directional Signs - Off-Site".
5. The following conditions shall apply for permitted Non-PD District Project Directional Signs - Off-Site.
 - a. The location of signs must be approved by the County at the time of the sign permit application.
 - b. Signs shall be located only at controlled intersections where there is a change in direction.
 - c. Signs shall be placed on private property only.
 - d. Signs shall not be permitted on any arterial road, nor on any road listed in Section 5-900 of this Ordinance.
 - e. The signs may be installed after sundown Friday night and must be removed by sundown on Sunday. If Monday is a legal holiday, the signs may remain until sundown Monday.
 - f. The signs must be made of a permanent material, signs made of paper or cardboard are hereby specifically prohibited.
 - g. Builders may not use "Non-PD District Directional Signs - Off-Site in combination with "Real Estate-Temporary Open House - Off-Site" signs.
6. In selecting the most appropriate land use/sign category, the more specific listing would take precedence.
7. Directional signs shall not be included in any other permitted square footage total.

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